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Request for Proposal to Provide
Telecommunications Relay Service (TRS)
in Washington, DC.

Release Date: Friday, May 20, 2011

Deadline for Submission: Monday, June 20, 2011 @ 4:00 p.m. Eastern Daylight Time (EDT)

For additional information, please contact:

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or to obtain a copy of this proposal click on

www.depsc.org/requests/proposals/proposals.shtml

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Prices contained in this proposal are subject to acceptance within 30 calendar days.

I have read, understand, and agree to all terms and conditions herein.

Date: June 18, 2011

Signed: _____

Print Name: Gregory Smith Title: Director-Market Development

See page 16 for instructions on submitting proposals.





1. SUMMARY OF THE PROJECT

The Public Service Commission of the District of Columbia (Commission or PSC) is soliciting proposals to provide District-wide, Telecommunications Relay Service (TRS) 24 hours a day, 7 days a week basis beginning July 13, 2011. TRS provides a platform to enable text telephone (TeleTYpewriter - TTY) and non-TTY users to communicate on the public switched telecommunications network. Through state of the art technology and highly trained and skilled Communication Assistants (CA), the District's TRS Provider provides deaf individuals and those with difficulty speaking with access to telecommunications services that are functionally equivalent to those used by hearing people communicating by voice.

The contract will be for a period of approximately sixteen months ending October 31, 2012, and two (2)/one-year option periods that can be exercised by the Commission in its sole discretion. Thus, the maximum period of the contract, with extensions, is three years. The District of Columbia Universal Service Trust Fund (DCUSTF) Administrator, currently Rolka Loube Saltzer Associates (RLSA), will manage the contract.

AT&T Response

AT&T has read and understands this section.

We will address the provision of service on a 24/7/365 basis in section 3.1.4. Skills of our Communication Assistants (CA) will be addressed in section 3.3. Functional equivalency will be addressed in sections 3.1.6 and 3.4.1.





2. ACRONYMS / DEFINITIONS

ASL	American Sign Language – A visual language based on hand shape, position, movement and orientation of the hands in relation to each other and the body.
ASCII	An acronym for the American Standard Code for Information Interexchange which employs an eight bit code and can operate at any standard transmission baud rate including 300, 1200, 2400 and higher.
BAUDOT	A seven bit code, only five of which are information bits. Baudot is used by some text telephones to communicate with each other at a 45.5 baud rate.
COMMON CARRIER	Any person engaged as a common carrier in interstate communications by wire or radio as defined in Section 3(10) of the Communications Act of 1934, as amended by the Telecommunications Act of 1996.
CA	Communications Assistant - A person who relays conversation between two end users of TRS.
HCO	Hearing Carry Over - A reduced form of TRS in which the person with the speech disability is able to listen to the other end user and, in reply, the CA speaks the text as typed by the person with the speech disability. The CA does not type any conversation.
P.01	A grade of service for a telephone system. P.01 indicates that no more than one call in 100 can be blocked (not served immediately) by the system.
TRS	Telecommunications Relay Services – Telephone transmission services that provide the ability for an individual who has a hearing or speech disability to engage in communication by wire or radio with a hearing individual in a manner that is functionally equivalent to the ability of an individual who does not have a hearing or speech disability. TRS includes services that enable two-way communications between an individual who uses a text telephone or other non-voice terminal device and an individual who does not use such a device, speech-to-speech services, video relay services, and non-English relay services.
TTY	Text Telephone (TeleTYpewriter) – A machine that employs graphic communications in the transmission of coded signals through a wire or radio communications system.





VCO	Voice Carry Over – A reduced form of TRS with which the person with the hearing disability is able to speak directly to the other end user. The CA types the response back to the person with the hearing disability. The CA does not speak the conversation.
STS	Speech-to-Speech Relay Service – A telecommunications relay service that allows people with speech disabilities to communicate with voice telephone users through the use of specially trained CAs who understand the speech patterns of persons with disabilities and can repeat the words spoken by that person.
Non-English Language Relay Service	A telecommunications relay service that allows persons with hearing or speech disabilities who use languages other than English to communicate with voice telephone users in a shared language other than English through a CA who is fluent in that language.
Qualified Interpreter	An interpreter who is able to interpret accurately and impartially, both receptively and expressively, using any necessary specialized vocabulary.

AT&T Response

AT&T has read and understands this section.





3. SCOPE OF WORK

3.1 REQUIREMENTS

Each bidder shall explain in writing its approach and plan to meet the requirements below.

The relay system shall handle call procedures and traffic consistent with the essentials outlined in this section during the life of the contract.

3.1.1 The relay system shall comply with the FCC's existing orders, standards, rules and regulations, including 47 C.F.R. § 64.601 et seq. The TRS Provider and the relay system also shall comply with the Commission's Rules and Regulations, particularly Section 2819.7, which addresses minimum service requirements.

If new or increased standards are mandated during the contract term, the TRS Provider shall notify the DCUSTF Administrator at least 90 days in advance of the implementation. Formal Commission approval of proposed cost increases is necessary. For the balance of the contract term (option years included), the TRS Provider will bill the DCUSTF Administrator only for the incremental costs to implement the new standards.

AT&T Response

AT&T has read and meets this requirement.

All relay services provided by AT&T are fully compliant with all state and federal requirements. We exceed the requirements iterated in FCC 64.601-64.604. Our strong track record, substantiated during the past two decades in the Relay Service industry, demonstrates our skill and reliability at implementing requirements in advance of new mandates and without the need to request waivers from the FCC.

Should any new or increased requirements be mandated during the contract period, we'll inform the DCUSTF Administrator at least 90 days in advance of the effective date. We agree to bill only for the incremental costs required to implement the new standards.





- 3.1.2 It shall be the responsibility of the TRS Provider to perform under the contract in conformance with the District of Columbia Public Service Commission's Procurement Regulations, as well as all statutes, laws, codes, ordinances, regulations, rules, requirements, orders, and policies of governmental bodies, including, without limitation, the U.S. Government and the District of Columbia Government; and it shall be the sole responsibility of the selected TRS Provider to determine the procurement regulations, statutes, laws, codes, ordinances, regulations, rules, requirements, orders, and policies that apply and their effect. See Attachment A for the Government of the District of Columbia's Standard Contract Provisions.

AT&T Response

AT&T has read and will meet this requirement.

We will comply with the District of Columbia Public Service Commission's Procurement Regulations, as well as all statutes, laws, codes, ordinances, regulations, rules, requirements, orders, and policies of governmental bodies, including, without limitation, the U.S. Government and the District of Columbia Government.

We have reviewed the rules found in 15 DCMR – Chapter 22 – Procurement Regulations.

- 3.1.3 The TRS Provider shall meet, by required timelines, any applicable Commission approval requirements.

AT&T Response

AT&T has read and will meet this requirement.

We will meet any applicable Commission approval requirements by the required timelines.





- 3.1.4 The TRS Provider shall provide toll-free access to a relay center. The TRS Provider shall provide District-wide service 24 hours a day, every day of the year, in accordance with system requirements and performance standards identified in the RFP and contract, and in the Commission's rules, through toll-free access numbers for TTY users and for voice users.

AT&T Response

AT&T has read and meets this requirement.

AT&T will provision the same access numbers currently in use for the District's Relay Service. Callers will be able to access the service via the toll free numbers or through the abbreviated dialing of 711 and will incur no charge to access the service.

The District's Relay Service provided by AT&T will be accessible and operational twenty-four (24) hours a day, seven (7) days a week, and three hundred and sixty-five (365) days a year. AT&T was the first to offer and provide a statewide Relay Service that was available 24 hours a day and 7 days a week. AT&T is proud of providing relay services for more than 23 years around the clock. No other provider equals this record. We set the benchmark that other relay providers followed. We continue to provide relay service 24/7/365.

- 3.1.5 The numbers used to service this RFP shall remain the same within the District. The current access numbers are:

TTY -- 1-800-643-3768

ASCII -- 1-800-898-0137

Voice -- 1-800-643-3769

Speech-to-Speech -- 1-800-898-0740

Spanish-to-Spanish TTY -- 1-800-546-7111

Spanish-to-Spanish Voice -- 1-800-546-5111





The TRS Provider also shall provide 24-hour, toll-free Customer Service. The current Customer Service Number will be transferred to any new vendor.

AT&T Response

AT&T has read and meets this requirement.

All toll free numbers currently in use to access the DC Relay Service will be provisioned for use through AT&T. There will be no disruption or interruption in service. Although not mentioned in this requirement, AT&T will also provision the abbreviated “711” access through the non published toll free number for DC Relay.

We provide round the clock, 24 hour customer service for relay users. We call our Customer Service for Relay the Customer Care Team. Our **Customer Care Center** is a resource for many newcomers to relay who need basic information regarding access numbers, processes, and equipment. Our Care Center also provides a wide range of information regarding agencies, organizations and other resources for deaf, hard of hearing, blind-deaf, or speech disabled callers.

We always welcome feedback and suggestions regarding the Relay Services we provide. We know that customer feedback is a direct line to product and service enhancement and is responsible for many innovative ideas that shape our industry. Our current Customer Care Team is adept in fielding all types of inquiries and is knowledgeable in a wide range of topics related to Relay Services.

AT&T’s Customer Care Team is comprised of highly-trained CAs who staff the Customer Service desk on a regular basis. These CAs have participated in all Relay training inclusive of Speech-To-Speech call processing, VCO, HCO, and all other call types. They have CA work stations available for using these communication modes when required to assist a caller trying to reach our Customer Service Team.

AT&T Customer Care for the District TRS contract will be available to both English and Spanish-speaking customers. We will host 24-hour availability to respond to callers on a timely basis. Customers can contact an AT&T TRS Customer Service Representative in any of the following ways:

- By requesting a Supervisor while on a TRS Relay Call
- By dialing our designated TTY Customer Service Line at 1-800-682-8786





- By dialing our designated Voice Customer Service Line at 1-800-682-8706
- By Fax: 1-800-288-2184
- By existing Washington, DC toll-free customer service number once transferred
- By Email: rm-attcustomer@att.com
- By accessing Website: www.att.com/relay and filling out an E-feedback form

AT&T provides excellent customer service to all relay callers. TRS customer contacts are answered quickly and efficiently by a knowledgeable representative sensitive to resolving the issue. Responses will mirror a customer's mode of communication unless the customer requests a different manner of response.

We will work with the PSC to transfer the current customer service number.

3.1.6 Reliability standards of system design:

- a. Uninterruptible Power - The TRS Provider shall provide redundancy features functionally equivalent to the equipment in normal central offices, including uninterruptible power for emergency use.

AT&T Response

AT&T has read and exceeds this requirement.

The AT&T Relay Uninterruptible Power System (UPS) will keep the call centers' switches (PBX), peripherals, TRS platform security, CA/supervisor positions, and call detail recording active as well as security lighting, environmental controls, and limited lighting until commercial power resumes. All systems and services required to keep the call center active will not suffer a power outage, due to the call center's UPS design.

Our Relay Service is as reliable as our award-winning main network services. In 23 years of providing Relay Service, we have never experienced a customer-affecting service issue due to network blocking.

Relay Service, itself, was originally developed by AT&T Bell Labs with the same standards for reliability and performance as our main network services. Redundancy was





a core driver in the initial design of the AT&T Special Network Applications Platform (SNAP) for Relay Service.

Redundancy of equipment in the call centers supports uninterrupted Relay Service, too. Within each call center is a bank of servers that manage the various resources required to complete any type (text-based) Relay call. Each call center has 4, 6, or 8 fully cloned, fully redundant service control units – or servers. The system is so intelligent that, if 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. Our software engineers for Relay service are always on call for assistance when needed, as well.

- b. The TRS Provider shall transmit conversations between TTY and voice callers in real time.

AT&T Response

AT&T has read and meets this requirement.

AT&T CAs will relay in real time and will convey the full content, context, and intent of all communication. TRS CAs will relay verbatim unless requested otherwise by the caller and/or recognized by the relay CA as an ASL call requiring translation. Our CAs receive extensive training on the absolute necessity of relaying verbatim without changing the intent of the communication process.





- c. Disaster Recovery Plan - The TRS Provider shall have a complete recovery plan for dealing with all types of natural and man-made problems and disasters. If a major problem or disaster occurs, the TRS Provider shall contact the DCUSTF Administrator immediately. (The recovery plan should describe the levels of escalation that will be employed to restore service.)

AT&T Response

AT&T has read and meets this requirement.

AT&T Relay Services follows the stringent Disaster Recovery Guidelines set forth by the AT&T Information Technology Office. These guidelines are called the Organization Business Continuity Plan (OBCP).

The OBCP is a comprehensive plan that provides all Relay stakeholders a clear escalation path to recovery in the event of an emergency or outage of any nature. The OBCP is tested twice each year via table-top exercises, and is edited on a quarterly basis. It involves all aspects of each application and of AT&T rendered service.

The following is the cover and the Table of Contents of our Relay Service OBCP.

	<p style="text-align: center;">Table of Contents</p> <p>Section 1 Template Administration</p> <p>Plan Ownership 4</p> <p>Plan Accreditation 4</p> <p>Plan Accreditation Checklist 4</p> <p>Maintenance History 4</p> <p>Plan Owner Certification 4</p> <p>Section 2 Organization Business Functions 6</p> <p>Organization Critical Activities 6</p> <p>Critical Activities Linkage Table Instructions 6</p> <p>Critical Activities Table 6-9</p> <p>Known Vulnerabilities Table 10</p> <p>Recovery Strategy Development Instructions 11</p>
<p style="text-align: center;">AT&T Organization Business Continuity</p>	





<p>Plan</p> <p><i>L'Tanya Johnson Norris</i> <i>Customer Communications Solutions</i> <i>Sacramento, CA</i> <i>June 2010</i> <i>(6 Locations)</i></p> <p>Proprietary and Confidential Information Not for use or disclosure outside of AT&T Inc. except under written agreement</p>	<p>Section 3_Critical Systems and Applications 12</p> <p> Critical Systems – Online Applications 12</p> <p> Organization Supported Local Computing Platforms 13</p> <p>Section 4 Personnel Resources 14</p> <p> Team Contact List Template 14</p> <p> Organizational Team Communications Plan 15</p> <p> Organizational Response Team PrePlan Checklist 16-30</p> <p> Employee Skills Worksheet 31</p> <p>Section 5 Admin Space Site/Alternate Site 32</p> <p> Admin Space Requirements/Alternate Sites 32</p>
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AT&T will notify the DCUSTF Administrator whenever any major problem or disaster occurs.

AT&T is proud to have been the first relay provider in the industry to ensure that all of its relay call centers were enrolled in the Telecommunications Service Priority (TSP) program. We completed this process in less than six months from the date of November 1, 2004 when the Federal Communications Commission first announced the initiative to encourage TRS Facilities to participate in this program.

Please see Appendix 1 in the Appendices section for the full OBCP document.

3.1.7 Calls Originating or Terminating in the District of Columbia - Calls must originate or terminate in the District of Columbia to prevent relay costs from being incurred by the DCUSTF if non-residents want to access the District of Columbia relay service.

AT&T Response

AT&T has read and meets this requirement.

Although callers will be able to access and place interstate calls and international through the DC Relay Service, AT&T will only bill the DCUSTF for those calls that originate and terminate within the District. Calls that originate or terminate outside the District will be billed to the Interstate TRS Fund.





- 3.1.8 Location of Call Centers – The TRS Provider shall provide a list indicating the location of call center(s) that will be relied upon to provide TRS in the District of Columbia.

AT&T Response

AT&T has read and meets this requirement.

The District's Relay service will be handled by the AT&T National Relay Team (NRT), which is comprised of two call centers located in Newcastle, PA, and Augusta, GA.

- 3.1.9 Carrier of Choice – Equal access to interexchange carriers. TRS users shall have access to their chosen interexchange carrier through the TRS, and to all other operator services, to the same extent that such access is provided to voice users.

AT&T Response

AT&T has read and meets this requirement.

AT&T has been the providing carrier of choice since July 26, 1993 and was one of the original carriers who worked on the industry solution for providing carrier of choice for TRS calls.

Other providers may erroneously claim to have been the only Interexchange Carrier (IXC) and Relay provider who had fully implemented Carrier-of-Choice (COC) functionally by the FCC-mandated date.

AT&T helped develop the COC solution and fully complied by the mandated date.

Relay callers who place a toll, interLATA, or interstate call and have not designated a particular carrier for their call will have their call defaulted to AT&T. If the caller requests a list of available carriers for billing of the call, we'll provide a list.

Callers may request that a specific carrier be used as long as the carrier is a participant in the industry's standard solution for carrier of choice calls. Upon receiving a request to use another carrier, the CA selects the caller's choice from an available menu and then hits the call completion keys, enabling the call to be carried and billed by the requested



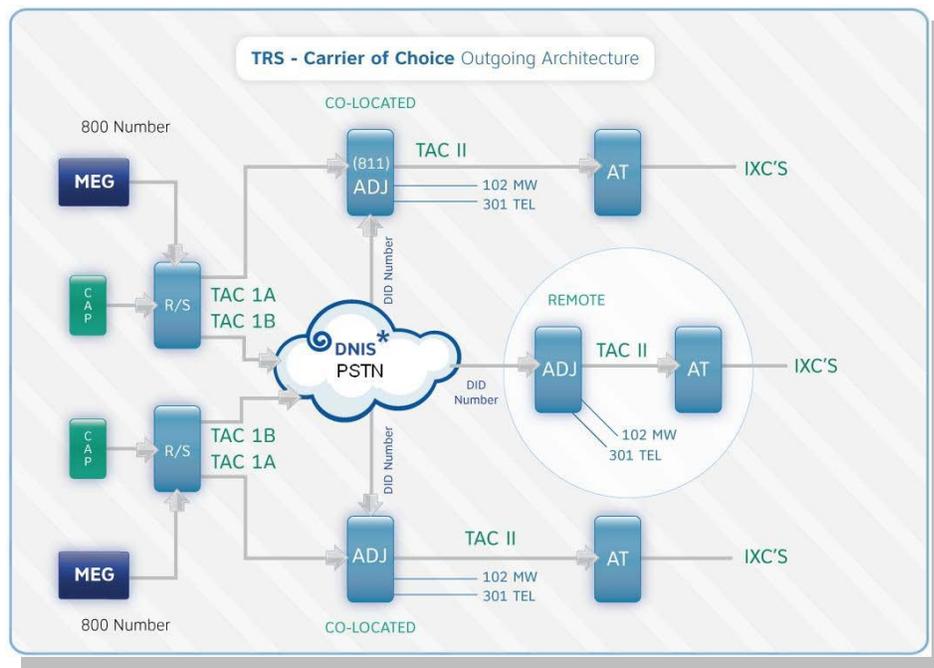


carrier's network. The AT&T Relay platform automatically routes the call to a LEC access tandem, which forwards the call directly to the chosen carrier's network along with billing information over a special Feature Group D type circuit. The chosen carrier's network completes the call and creates a billing record. When the call is connected to the called party, the end-user billing timer starts and the CA begins to relay the conversation.

AT&T will work with all the registered carriers in Washington, DC to become industry participants for carrier of choice. This will be accomplished through:

- Educating carriers on the FCC Order
- Frequent and ongoing contacts (e.g. via phone, email, letter)
- Providing a collaborative effort and technical support, as needed

The diagram below depicts AT&T's Carrier of Choice platform.



AT&T's Outgoing Architecture for Carrier of Choice: From the Communication Assistant position (CAP), the relay call goes through the relay switch to the PBX Adjunct (ADJ) and then to the Access Tandem (AT). From the Access Tandem, the call goes the Interexchange Carrier. Alternately, the call may go from the relay switch to the Public





Switched Telephone Network (PSTN) and then pass to the PBX Adjunct, Access Tandem, and Interexchange Carrier.

Following is a list of providers that currently¹ participate on the AT&T Carrier of Choice (COC) platform and may be available for Washington, DC Relay users²

Adelphia	LDDS
Adelphia Business Solutions Allegiance	LDMS Systems
Alliance	LightYear
Alliance Group Services	Matrix Telecom
AmeriVision Communications	MCI
AT&T	Mcleod USA
BellSouth	Metromedia
Broadwing Communications	Network
Business Telecom	North American Telephone
Choice 5 Talk	One Call Communications
Citizen Communication	Open Band
Close Call America	Opex Communications Clear
ClearChoice5	Phone Tel Technologies
Comcast	Primus Telecommunications
COMTECH 21	Qwest
Core Communications	SBC (Maine excepted)
Cox Residential	Sprint
Cox Business	Talk America
Eastern Telecommunications	Telecom
Easton Telecom Services	Telecom Management
Excel Telecommunications	Touch 1 Communications
Excel-1010	Vartec
Frontier	Verizon
Global Crossing	VSSI
Hardy Tel	WilTel
I-Link Communications	Worldwide Network Services
Incomnet Communications	WorldXchg
LD Wholesale	Zone Telecom
	Z-Tel

¹ List is current as of March 2011.

² Participation of Carriers in Washington, DC is dependent on whether carrier is authorized to provide service in Washington, DC and connectivity to the AT&T Access Tandem in the state.





We allow relay callers to place toll, long distance, and international calls using direct bill or alternative billing arrangements that include but are not limited to

- Collect
- Third number billing
- Calling card
- Commercial credit card (MasterCard, AmEx, Diner's Club)
- Prepaid calling cards
- Auto-collect
- Person-to-person

The platform and procedures we use for billing these types of operator assisted calls are the same that are used for non-relay users.

3.1.10 Evaluation Reports – The TRS Provider shall provide service evaluation reports to the DCUSTF Administrator on a monthly basis to ensure that the minimum service requirements are being satisfied by the TRS Provider.

AT&T Response

AT&T has read and will meet this requirement.

AT&T Relay has an internal service quality measurement process which includes placing test calls into each relay center, and evaluating service received against sixteen defined relay performance categories. The test calls are anonymous, and are conducted by an internal AT&T team, outside of the relay group, ensuring independent and unbiased evaluation of service.

We will work with the PSC in developing report criteria, and we'll provide service evaluation reports on a monthly basis.





3.1.11 Start-up - The TRS Provider shall provide an implementation plan to the DCUSTF Administrator that indicates the critical dates for the start-up of TRS and for customer notification. The TRS Provider must be able to meet the July 13, 2011 start date with no disruption in service.

AT&T Response

AT&T has read and meets this requirement.

Please see the following timeline which describes critical areas for implementation following award of the contract and through the requested in-service date of July 13, 2011. AT&T is the most experienced relay provider in the industry and we have successfully transitioned contracts to providers and from provider for over 23 years. Recently, we successfully transitioned the California Relay Service from three providers to two providers along with more than 25 toll free numbers and several thousand customer profiles. The service was transitioned on time and as scheduled with no interruption in service. Upon award of the Washington, DC contract, we will immediately assign an experienced project manager who will ensure a timely and successful transition of service.

Washington, DC Telecommunications Relay Service High Level Implementation Timeline	
DATE	TASK
Jul 1, 2011	Contract is awarded to AT&T.
Jul 1, 2011	Begin RESPOG process to move 8YY numbers from incumbent provider to AT&T
Jul 5, 2011	AT&T internal Relay Project Team is assigned and project kick-off started. Submit Performance Bond; Certificate of Insurance.
Jul 5, 2011	Establish Washington, DC IT Team.
Jul 5, 2011	Begin technical/operations implementation plan meetings.
Jul 5, 2011	IT team completes deconstruction of RFP for business and technical requirements.
Jul 5, 2011	Technical Project Manager assigned.





Washington, DC Telecommunications Relay Service High Level Implementation Timeline	
Jul 6, 2011	Develop customer notification piece.
Jul 7, 2011	Work intake: Feature Development → Identify work → Estimate work → Schedule work Network Development → Identify work → Estimate work → Schedule work Reports Development → Identify work → Estimate work → Schedule work
Jul 7, 2011	Project Plan released and fully funded.
Jul 8, 2011	Contract finalized and signed by all parties.
Jul 8, 2011	Distribute customer notification letter and brochure to relay users and update relay web pages.
Jul 8, 2011	Solution baselined.
Jul 8, 2011	Requirements baselined.
Jul 8, 2011	Release commitment.
Jul 11, 2011	Design complete.
Jul 11, 2011	Development complete – Features and Network.
Jul 11, 2011	Feature and Network Unit testing and Regression testing complete.
Jul 11, 2011	UAT (User Acceptance Test) pilot roll-out.
Jul 11, 2011	Production installations complete – all hardware and software.
Jul 12, 2011	ORT (Operational Readiness Testing) complete.
Jul 13, 2011	Live cutover.





Upon award of the contract, we will provide an updated detailed schedule of activities to include at a minimum the following key items:

- Transitioning activities to move traffic from incumbent provider to AT&T
- Critical action areas and dates
- Notification to Washington, DC relay users
- Coordination with the PSC
- Ordering and provisioning of necessary equipment, software and circuits
- Training
- Outreach and Education planning

3.1.12 Outreach – The TRS Provider shall provide an Outreach Plan as part of its response to this Request for Proposals, along with the pricing information required in Section 6. The Commission shall decide whether Outreach will be included in the contract. (The most recent Outreach Plan of the current TRS Provider is included as Table 1 in Attachment C, as an example.)

AT&T Response

AT&T has a long history of performing Outreach events through our AT&T Telephone Pioneers association, the AT&T Foundation, and our statewide External Affairs team. Our highly qualified teams stay up to date on areas such as products and services, industry issues, and relationship building. The success of an Outreach and Education program depends on the effectiveness of supporting resources and solid processes. AT&T has the corporate strength, experienced personnel, and creative resources to successfully develop, implement, and administer a comprehensive Outreach and Educational program and Calendar of Events. We will make the efforts necessary to provide activities that meet the needs of the Washington, DC community with hearing and/or speech disabilities.

Our AT&T Telephone Pioneers Association performs many projects each year for the hearing and sight impaired community, including:

- Beep Baseball for the sight challenged – supported for the past 20 years
- Beeping Easter Egg for the sight challenged – supported for the past 20 years





- Vision Walk for the sight challenged – Supported for the past 3 years
- Signs for Life for the hearing challenged – supported for the past 10 years
- Talking Book Library for the sight challenged – supported for the past 40 years

Another example of our outreach activities involved our New Castle call center employees participating in the Hearing Loss Expo held in Harrisburg, PA. The event was sponsored by The Commonwealth of Pennsylvania's Office for The Deaf and Hard of Hearing. The event was held in the rotunda of the state capital building. Brochures and collateral were distributed and demonstrations of VRS and IP Relay were conducted.

We will develop a strategy for maximum impact of Outreach and Education. We have a proficient in-house team of marketing and advertising professionals who bring a wide range of resources create powerful messages for the Relay caller community. All consumers, regardless of their ability or disability, should be able to communicate with others as easily as possible. They also should be aware of the various communications services available to them. To that end, AT&T wants to establish a cooperative and creative relationship with the District to identify, develop, and deliver effective relay-specific informational material directed to the TRS community. To enhance Outreach and Education efforts, we propose the following options:

- Conduct presentations at local, regional, and District events; local community and civic organization meetings; assisted living centers, retirement communities, and United Way agencies.
- Spread the word about Relay at events and conferences by using exhibition booths, demonstrations, and related collateral.
- Support the District to increase awareness of relay resources among people with disabilities and people without disabilities.

At AT&T, we want our collaborative efforts for relay outreach and education to be empowered by the same attributes that make our CAs the best in the business: excellent skill sets, proficiency honed by experience, and genuine interest in the communities served by relay.

AT&T has a long history of performing Outreach events through our experienced Channel Managers who are active members of the deaf and hard of hearing community. The Channel Managers have partnered with AT&T Telephone Pioneers association, the





AT&T Foundation, and our federal and statewide External Affairs team on effective outreach events and are prepared to bring their expertise to the District.

Our highly qualified teams stay up to date on areas such as products and services, industry issues, and relationship building. The success of an Outreach and Education program depends on the effectiveness of supporting resources and solid processes. We will make the efforts necessary to provide activities that meet the needs of people with hearing and/or speech disabilities. While AT&T plans specific, high quality Marketing and Outreach programs targeted for Relay callers, we also will incorporate messages aimed at the general public and businesses to increase general awareness of Relay Services.

We will work closely with the PSC to seek out opportunities within groups and organizations such as those listed below in order to educate, promote, and support your Relay service:

- District of Columbia Association of the Deaf
- Deaf-Reach
- Model Secondary School for the Deaf (MSSD)
- Gallaudet University
- District of Columbia Speech-Language-Hearing Association
- Hearing Loss Association of America DC Chapter
- Cochlear Implant Ass
-
-
- District of Columbia - Deaf and Hearing Social Events
- Gallaudet University Alumni Association (GUAA)
- District of Columbia Hearing Loss Mainstream programs
- District of Columbia Local & Federal Government
- The Church in District of Columbia
- DC Association of the Deaf
- Deaf Community Friends of the DC Public Library
- Washington DC Area Deaf Ministries
- Metropolitan Washington Deaf Community Center, Inc.





- DC Deaf Performing Arts
- DC Black Deaf Advocates
- Council of the District of Columbia Town Hall with Signing Community
- Deaf Cycling Club of DC
- Deaf DC for Washington DC Deaf Professionals
- Deaf Gay DC
- Jewish Deaf-Blind Community
- Deaf Abused Women's Network (DAWN)
- Latino Deaf and Hard of Hearing Association of Metropolitan DC
- Hearing Loss Association of American (HLAA) DC
- P. Buckley Moss Foundation for Children's Education Disability Forum
- Lauren Clerc National Deaf Education Center at Gallaudet University
- National Information Center for Children and Youth with Disabilities
- US Department of Education
- Alexander Graham Bell Association for the Deaf and Hard of Hearing
- Metropolitan Police Department: Deaf and Hard of Hearing Liaison Unit

All consumers, regardless of their ability or disability, should be able to communicate with others as easily as possible. They also should be aware of the various communications services available to them. To that end, AT&T wants to establish a cooperative and creative relationship with the District to identify, develop, and deliver effective relay-specific informational material directed to the Washington, DC community. This will include

- Updating our Relay website to include newly-developed TRS material, media, FAQs, and related web links.
- Working cooperatively with the District to build strategies and plans for Outreach and Education.
- Reviewing and updating the Relay Choice Profile Form to make it easier to understand and prepare, and market the form so that all who need it find it easily.





We will develop a District-specific micro-site for Washington, DC Relay if it is desired. We can discuss this during contract negotiations and provide one-time and recurring charges associated with the site.

We have developed a wide variety of brochures, informational packets, and promotional giveaways for our relay states, which we can duplicate or revise as needed for the District. We also have developed several videos for our interactive web site which we can link to the Washington, DC web site.

AT&T has developed a new Proprietary CRM (Customer Relationship Management) Technology. The new integrated platform is a customizable, interactive AT&T Relay one-stop shop for all relay products, current and future, and a destination for current and new customers. The platform is a dynamic web tool that provides a rich user experience including:

- District-specific microsite (if desired) which will match District messaging, with features that include:
 - Specialized user accounts
 - Calendar of events
 - Business Alliance accounts
- Online Survey Tool provides the ability to provide feedback, comments and suggestions
- A direct link to the PSC web site
- Multitude of features and expandability for the future
- Post captioned videos to promote state programs

Our plan for Washington, DC will include

- The AT&T Relay website for sharing educational and informational programs for the experienced TRS user, new TRS users, and the general public. Website content will include material and collateral for download, instructional videos, and explanations of TRS call processing, and Frequently Asked Questions (FAQs). This will include information developed for service start-up and updated throughout the term of the contract.
- Links to the Outreach/Education Manager for individual support and contact as desired.





- TRS user “Contact Us” feature and TRS user survey for providing comments and suggestions. We’ll use visitor tracking and downloaded material requests to gauge effectiveness of marketing effort and materials.
- At all outreach and trade show events, we’ll include sharing TRS-related materials such as brochures, information about our website and content. We’ll provide contact information and means for user feedback via website.
- User feedback surveys, designed to make providing feedback easy, fast, and anonymous if desired. Survey content will include opportunities for users to suggest new features, suggest improvements, and to suggest new website content they would like to see. AT&T would primarily use the internet and website for such surveys, but these are available in paper format at above-referenced outreach events as well.
- Email and phone contact information provided by TRS users at outreach events will be used (with their permission only) for obtaining feedback.

AT&T views all customer feedback as a valuable tool for improving our service. Our Customer Contact database houses all relay customer feedback received; and we will share the customer case file with you, as well as evaluations on a semi-annual basis.

We’ll provide one of our Outreach Channel Manager to perform outreach activities, conduct promotional campaigns and education in the District. Our Channel Manager will be physically located in another state, but we have a longstanding successful process where outreach activities are performed in many states by the same manager.

Our highly experienced Channel Managers are deaf or hard of hearing and are users of relay services. They are the District’s primary contact and will have primary responsibility for managing the contract for the District relay program. This will include interacting with the PSC and attending meetings as required maintaining an active relationship with the District relay administrator.

Additional responsibilities will include coordinating, managing, and supporting specific outreach activities and programs that will serve to increase awareness of and use of relay service through the District. This will include conducting presentations to the hearing and hearing loss/speech loss community, conducting and facilitating training on how to place and receive relay calls, informational sessions on various types of technologies used by relay service providers, and other work activities that will ensure success of the relay District program including responding to service delivery issues/concerns and





interacting with other District wide advocacy agencies that support the deaf/hearing loss and speech loss community.

We have developed many new brochures, flyers, user guides and other collateral for use in outreach and education.

Please see Appendix 2 in the Appendices section of our proposal for just a few examples of our brochures and other collateral.

Please see Appendix 3 in the Appendices section of our proposal for our detailed Outreach Plan utilizing the table provided in the RFP.





3.2 TECHNOLOGY

Each bidder shall explain in writing its approach, procedures, and plan to meet the technology requirements below.

AT&T Response

AT&T has read and exceeds this requirement.

The circuits that we will provide for Washington, DC are ISDN MegaCom 800, which will transverse on the Software Defined Network (SDN) within the AT&T telecommunications architecture. **These circuits comply with a grade-of-service of P.01**, which provides a functionally equivalent probability of a fast busy as one might encounter on the overall voice network.

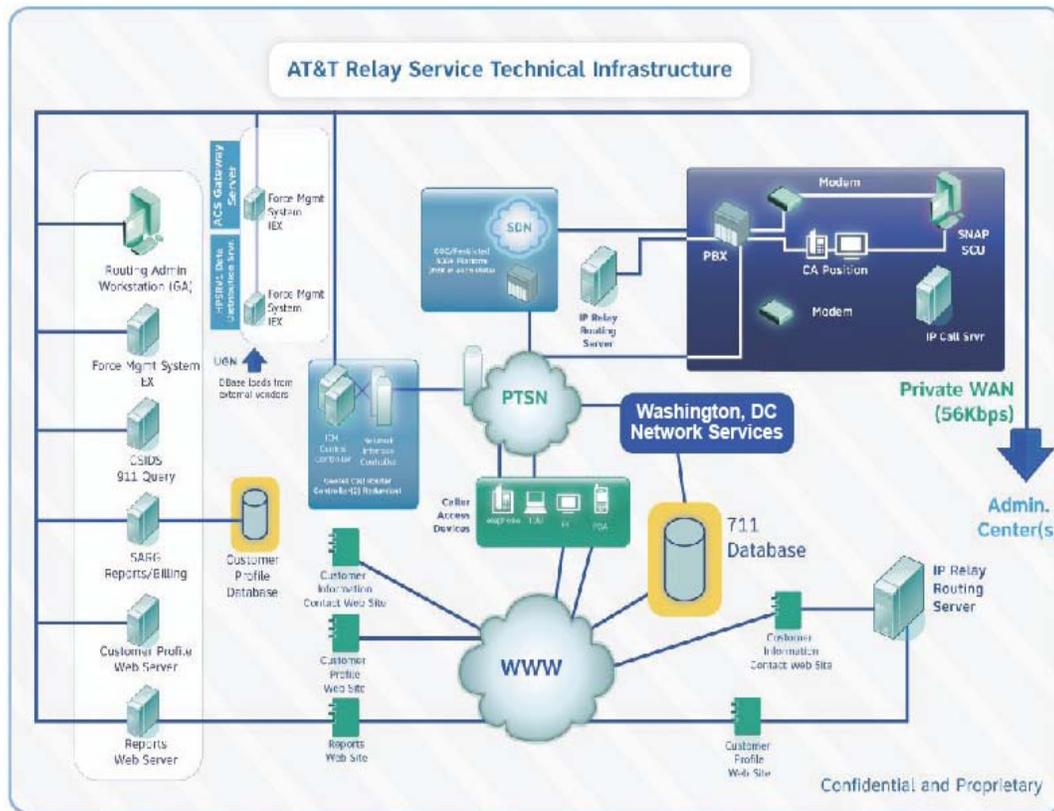
AT&T's relay platform employs a very sophisticated system architecture that enables flexible configuration while maintaining a high degree of reliability. This architecture has been field-proven by more than 23 years of experience providing intrastate relay under contract to more than 22 states.

Here's how we will support your TRS environment.

AT&T Relay Service Technical Infrastructure At Work

1. Our platform takes customer dialed calls (7-1-1 or 800 numbers) and routes them to the call center best suited to perform and the CA best trained to handle that particular call type.
2. At our call centers, we use both a customer profile database (voluntary for callers) and automated systems to determine how best to handle the call and the forward number desired before the call routes to the CA.
3. Typically, we dial the forward number in less than three seconds, and we connect the parties almost immediately.
4. After the call, our system sends a call detail record with more than 130 fields to a central database computer that compiles records from all AT&T call centers. This assures flexible and integrated real-time reports enabling call center managers to monitor performance and immediately adjust staffing as necessary.





AT&T Relay Service Technical Infrastructure

Redundancy and agility built into our infrastructure deliver outstanding performance for average speed of answer and far party connection. These attributes support functional equivalency for your TRS callers.

Here is a list of the equipment we now include in our system architecture for the AT&T Relay Service Private Network:

- More than 350 Communications Assistant positions, including those for training and monitoring
- 3 Avaya Aura telephony switches
 - 6 Avaya Call Control Servers
 - 6 CTI Servers
 - Remote AVAYA G-450 Media Gateway





- Cisco Intelligent Call Routing System deployed on multiple redundant VMware servers.
- 4 Avaya adjuncts supporting COC feature
- 2 CSIDS Servers. Shared Operator Service functions providing Directory Assistance and emergency number access
- Network Firewalls: interface with the IP/IM (Internet) Call Servers and Relay Call Centers:
 - 5 SonicWall 200
 - 8 SonicWall Pro 230 (4 as spares)
- Network Servers:
 - 4 General Use Installation Servers. IBM XSERIES 3650 , OS= Linux RHEL5
 - 20 Service Control Units (SCU) for use as Call Center Servers. IBM XSERIES 3650 , OS= Linux RHEL5
 - 3 IP Development Servers. HP ProLiant DL360, OS = RedHat Linux, CPU = Pentium 3
 - 1 Customer Interface Server. HP ProLiant DL360, OS = Windows, CPU = Pentium 3
 - 2 Billing Servers. SUN FIRE V880, OS = Solaris 5.9
 - 13 Internet Call Servers,
 - 10 IM Call Servers. HP ProLiant DL360, OS = RedHat Linux, CPU = Pentium
 - 3 IM Internet Control Servers. IBM XSERIES 3650 , OS= Linux RHEL5
- Network Routers:
 - 17 Cisco 2600 Routers/ISDN/T1/56K cards
 - 3 Cisco 3600 Routers ISDN PRI/T1 cards
- Network Switches/Hubs:
 - 4 Cisco 2900 series switches (4 for WAN, plus call center LAN switches)





The benefits of our flexible configuration include the ability to

- Quickly react with any modification necessary to meet your requirements because we maintain a staff of in-house software developers who support the relay platform.
- Customize our system to meet caller needs expeditiously, without the time and cost associated with a special development project.
- Maximize speed of answer by networking all our call centers together and having a central call routing system that monitors call answer conditions in each center. Our central database reporting system allows us to report on a particular call type no matter where that call was handled in the system. Having a single point of call routing at the front-end of the system and a single point of call routing at the back-end of the system enables us to treat the entire call center complex as a single virtual call center. Other providers may claim to be the only one who can support your relay traffic if a call center fails, but this is simply not true. AT&T can certainly accommodate, with no perceptible effect, the loss of a call center.
- Instantly route calls away from a center that is undergoing a service recovery event. One example of a service recovery event is when a fire drill forces the CAs 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.

3.2.1 ASCII and Baudot – The TRS Provider shall be capable of communications with ASCII and Baudot formats, at any speed in general use.

AT&T Response

AT&T has read and meets this requirement.

AT&T will furnish all necessary telecommunications equipment and software capable of full and normal communication with inbound callers and outbound called parties compatible with relay equipment commonly used and at speeds generally used for the duration of the contract. This includes support for TTY, voice, and computer users via





these protocols: voice (inc. STS), public switched network TTY, Baudot TTY, TurboCode[®], ASCII Computer, and ASCII. AT&T's equipment automatically adjusts to match the protocol and speed of the TRS user's equipment. No manual intervention by the CA is required for our system to effectively communicate with the TRS user.

3.2.2 Speed of Answer - The TRS Provider shall answer 85% of calls within 10 seconds by any method which results in the calls' being placed immediately, not put in a queue or on hold.

AT&T Response

AT&T has read and complies with this requirement.

AT&T commits to answering 85% of calls within 10 seconds or less.

We have never had a problem with performance on answering calls. Currently we're successfully serving relay callers in another state that requires more stringent ASA (Average Speed of Answer) standards than those cited in your requirement.

AT&T uses highly advanced "Upfront Automation," UFA, to speed callers through call setup if they so choose. **AT&T was the first provider to employ this technology which dramatically lessens the time it takes callers to reach their destination party.** Along with the design of this advanced front and back end automation, AT&T can divide and differentiate the call-state timing, which enhances reporting capabilities and consequently provides improved performance.

While other relay providers assert that our speed of call set-up is merely a function of reduced volume of calls for traditional TRS, we know that our upfront automation is responsible for the documentable reduction of time for call set-up, regardless of call volume.

AT&T ASAs

In 2010 our highest ASA was only 2.87 seconds, and our lowest a blazingly fast 0.05 seconds.





Far Party Connect Speed

ASA is only half the picture for connecting calls because it states how quickly a Relay Operator joins the call. While ASA is a measurable and easily understood metric, the focus should be on the Far Party answer time. There is no point in getting to a Relay Operator in 10 seconds if it still takes more than a minute to start the far party conversation.

AT&T's platform technology allows our callers to connect faster. While not an official metric, we strive toward a Far Party Connect goal to assure our customers achieve the fastest connect time possible. We are constantly exploring and putting into place various technologies to provide enhancements toward this goal. We support and provide for Far Party Connect as it is better than the standard metric.

3.2.3 The TRS system shall be designed to a P.01 standard.

AT&T Response:

AT&T has read and meets this requirement.

We maintain a P.01 SLA (Service Level Agreement) between AT&T Network Services and AT&T Relay Service.

A "Grade of Service Level of P.01" is specific to the Neal-Wilkinson Theory of blocking probabilities and also discussed as a statistical measurement called "Erlangs." Given that P.01 is a requirement on network blockage, Relay Services routing diagrams and staffing will have no direct implication or correlation to a network blockage rate of P.01. The P.01 SLA is maintained between AT&T Network Services and AT&T Relay Services. Regarding blockage rates between the network and Relay Services, traffic is managed through a trunk design that designates at least two-times (2X) the maximum expected inbound call load. Thusly, blockage has never been experienced between the AT&T Network and AT&T Relay Services. This design fluctuates based on the changing needs of the business.

AT&T has a long history of maintaining a most responsive network design. AT&T Network Services continues this tradition with networks that are redundant and have the ability to self-correct and self-heal when failures occur. As a matter of fact, AT&T was

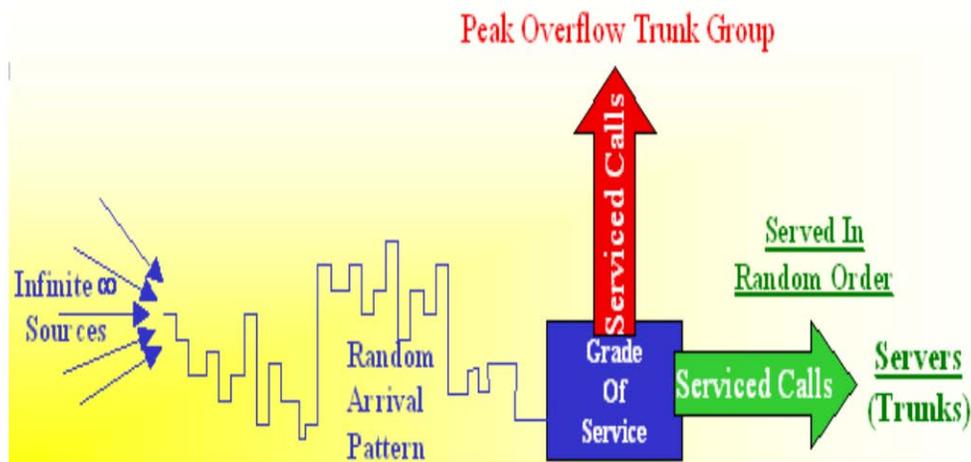




the first telecommunications company to adopt both the Grade-of-Service (GoS) and the Quality-of-Service (QoS) as key performance metrics.

In 23 years of service, AT&T Relay has never experienced a customer-affecting service issue or complaint due to network blocking. No other provider can match this record of performance.

When AT&T brings up new Relay Service for a State, or the District in this case, we more than double the network facilities needed to handle peak busy-hour traffic. After watching the traffic for a period of time, AT&T starts releasing the underused circuits back into the larger network. A P.01 grade of service is a level of service that we are very confident in meeting; our track record substantiates this capability.





- 3.2.4 Voice Mail and Interactive Menus - The CA must alert the TRS user to the presence of a recorded message and/or an interactive menu through a “hot key” on the CA’s terminal. The hot key will send text from the CA to a customer’s TTY, indicating that the recording or interactive menu has been encountered. The TRS Provider shall electronically capture recorded messages and retain them for the length of the call. The TRS Provider may not impose any charges for additional calls which must be made by the relay user in order to complete calls involving recorded or interactive messages. TRS services shall be capable of handling pay-per-call telephone calls.

AT&T Response

AT&T has read and meets this requirement.

AT&T will not impose any charges for additional calls, if needed, in order to complete calls involving recorded or interactive messages.

All CA positions are equipped with macro keys (pre-programmed messages) that are used when a recorded message is reached. AT&T CAs are trained to retrieve voice and TTY messages from voice processing systems and answering machines, and relay the message to the relay caller in the caller’s communication mode (voice, TTY, ASCII, etc.). CA positions are also equipped with a Play Back Device (PBD) that enables the CA to capture recorded messages in their entirety without the need to redial. The CA has the ability to play back to any point in the recording, which allows the CA to provide continuous message transcription to the TTY user. All messages recorded on the PBD are erased as soon as the customer disconnects.

Another option for message retrieval is the Single Line Answering Machine (SLAM) procedure. This procedure is utilized when a TTY caller needs to check messages on the same line they are dialing from. The TTY caller may remain on the line while the messages are retrieved if the answering machine and TTY are located in the same room. If the answering machine and TTY are located in a different room, the CA receiving the request will ask the caller to please hang up so that their messages can be retrieved. The CA then dials back to the number, enters the pass code or other necessary information provided by the caller, and retrieves messages. The CA, then calls back a second time and relays the messages to the customer.





On all calls to retrieve messages or to any automated systems, callers are only billed for one complete call.

The following is a brief outline of the CA's process for retrieving and leaving a message on an answering machine or voice processing system:

CA's Process for Retrieving - Leaving Voice Messages
1. PBD is activated to record message in its entirety.
2. CA uses macro keys to advise TTY caller, "(recorded msg) (one moment pls) (and I will relay complete message)."
3. Complete message is relayed and TTY caller is informed, "(beep...hung up... would you like to leave a message q) ga."
4. CA redials to leave message.
5. Once message has been left, CA will advise, "(message has been left) (hung up) ga or sk."

CAs will always leave the message in the format of the called messaging system. Customers with voicing capabilities (VCO/Speech to Speech/Voice) will be permitted to voice their messages. All messages recorded on the PBD are erased as soon as the customer disconnects.

AT&T Relay Services is able to process calls to 900 and 976 and other pay-per-call numbers as requested by customers. We process these call types through our traditional relay service number without requiring the customer to dial a special access number for pay-per-call service.

3.2.5 Handling of Emergency Calls - The TRS Provider shall assist callers who, instead of calling 911, have called the relay center for emergency assistance, and the CA must follow established procedures when interacting with the 911 dispatcher.

AT&T Response

AT&T has read and exceeds this requirement.





Our response below explains how we process emergency calls in compliance to your requirements and those of the FCC. In addition, we also are the only provider to allow for priority routing of reverse emergency calls initiated by PSAP/911 agencies TO a relay user.

AT&T's emergency call handling procedures are compliant and in accordance with the FCC's mandates and requirements which stipulates that emergency calls be transferred to the most appropriate PSAP. Procedure for processing a 911 call is as follows:

Emergency Call Handling
1. CAs can directly access a database with emergency agency listings based on the caller's Automatic Number Identification (ANI). In the rare occurrence that the agency number doesn't appear in the database, the CA contacts Directory Assistance. After getting the number, the CA needs only two key strokes to immediately access the emergency agency.
2. Our Caller ID technology enables the emergency agency to receive the relay caller's ANI directly, eliminating the time and potential inaccuracy of number transmission by the CA.
3. When the agency answers, the CA tells the dispatcher that the call is coming through Relay Service and says whether the caller is TTY or voice. The CA then remains available to the emergency agency for any information or assistance to support emergency service. The CA gives the call undivided attention – we strictly prohibit call transfer. A supervisor is typically summoned to the provide support for the CA until the call ends when the agency disconnects.
4. From a confidentiality perspective, we treat emergency calls differently from regular calls. CAs are trained to provide any information requested to the PSAP agency. This may include the BTN, and any information stated by the caller before connection, etc. We focus on getting the caller help as quickly as possible.

AT&T Relay employees are prepared to provide any and all information requested by PSAP personnel to ensure the relay caller receives expeditious emergency services.

AT&T CAs notify their supervisor and solicit the supervisor's support when processing Emergency calls. AT&T Relay employees may step outside of their neutral position to ensure PSAP personnel have the vital information necessary to meet safety/medical needs and to save lives. Quick action by our CAs has made the difference between life and death for some of our relay callers.

AT&T's emergency call-handling procedures explicitly instruct the CA to contact the PSAP agency if a caller disconnects from Relay prior to reaching the emergency agency. CAs contact the PSAP and provide them with the caller's telephone number and other pertinent information shared by the caller prior to disconnection.





We instruct our CAs to stay on the line with emergency calls as long as required to ensure that emergency services are rendered. CAs will stay on the line until the PSAP hangs up or tells the CA to drop the line.

When receiving a call that a CA suspects may be an emergency, the CA will treat that call as an emergency call. CAs will not delay the call by questioning to determine if an actual emergency is taking place.

AT&T CAs will not attempt to question the caller about the exact nature of the emergency, other than to determine whether fire, police, or ambulance is required. CAs will let the professionally trained PSAP Operator question appropriately deal with the emergency.

Our Emergency call handling processes comply with your requests and include the following:

- When the agency answers, the CA informs the dispatcher that the call is coming through Relay Service and indicates whether the caller is TTY or voice. The CA then remains available to the emergency agency to provide any information or assistance to support emergency service. The call is given the CA's undivided attention – call transfer is strictly prohibited – and a supervisor is typically summoned to provide support to the CA until the call ends when the agency disconnects.
- Emergency calls are treated differently from a confidentiality perspective. CAs are trained to provide any information requested to the PSAP agency. These may include the Billing Telephone Number and any information stated by the caller before connection, etc. It is our goal to get the caller assistance as quickly as possible.

AT&T Relay employees are trained to provide any and all information requested by PSAP personnel in order to ensure emergency services are rendered to the relay caller. CAs will notify the PSAP Operator that the Relay CA is speaking when they share details or other information regarding the call.

AT&T CAs are instructed to remain with an emergency call for as long as it takes to complete the call. Transferring of emergency calls to other CAs is not permitted.





AT&T will train all CAs and Supervisors to process emergency calls. Following are our procedures for processing 911 Emergency calls:

911 Emergency Call Processing	
	<ul style="list-style-type: none"> Relay customers may use our service to get Emergency assistance. If you receive a call that: <ul style="list-style-type: none"> Arrives on the Emergency DNIS (shown in upper left corner of screen). Is identified by the Caller as an "emergency" or "911".
	<ul style="list-style-type: none"> You'll see emergency call under the red "Emergency Tab" in the Position Tool.
Determine required Info:	<ul style="list-style-type: none"> While waiting for a supervisor to assist, carefully review your screen to determine what information is provided. The information listed below is required to get emergency assistance for the caller. If the caller or the system has not provided this information, ask (by speaking if voice, by typing if TTY) the caller for the following: <ul style="list-style-type: none"> Nature of Emergency (police, fire, ambulance) NPA/NXX (area code and prefix) to access CSIDS (Note: phone number may be on screen)
	<ul style="list-style-type: none"> After getting appropriate information from the caller, process the call as indicated below.
<p>Access Call Database:fter getting appropriate caller information process the call as follows:</p> <ul style="list-style-type: none"> Press F5 (info key) to access Call Information Database. Press E for emergency file. Enter NAPNXX (area code & first three numbers of phone number). Press Shift + Continue (Enter). Press the letter that corresponds to correct city (press Ctrl 5 for additional options). If more than one listing, ask caller what city or town. Press CTRL + B and enter number for emergency agency in FWD field on billing window. 	
Reminders:	
<ul style="list-style-type: none"> Comply with emergency dispatcher's inquiries; provide any information requested to render emergency services. If Call Information Database doesn't have correct number to dial, call directory assistance to get appropriate number. 	





911 Emergency Call Processing

- If caller hangs up before emergency agency is reached, process call and share details with dispatcher. Inform dispatcher that caller has hung up.
- If Voice caller needs 911, Press C/O key (F7) and select STS before dialing. This will allow Voice person to talk directly to emergency dispatcher.

3.2.6 Interstate and International Calls - The TRS Provider shall handle these types of calls for District of Columbia TRS customers.

AT&T Response

AT&T has read and meets this requirement.

District of Columbia TRS callers will be able to place intrastate, interstate, or international calls through TRS.

3.2.7 Traffic Reports – The TRS Provider must submit detailed monthly traffic reports to the DCUSTF Administrator no later than the 25th of the month following that in which the service was provided.

AT&T Response

AT&T has read and will meet this requirement.

We'll provide you with detailed monthly traffic reports by no later than the 25th of the month following the month service was provided.

AT&T has designed and developed its own sophisticated reporting system called "SARG" (Special Aggregated Reports Generator). The specialized and proprietary program used with SARG enables AT&T to capture more than 130 unique bits of information on every single call detail record and for every kind of relay call handled through AT&T. This reporting system facilitates our ability to easily provide all the different types of reports requested by the District in this section and enables us to be able to support any other ad hoc reports that the District might request in the future.





- 3.2.8 Cellular and Other Communications Services - The TRS Provider must have procedures for handling cellular and other communications service calls and the related billing procedures.

AT&T Response

AT&T has read and meets this requirement.

AT&T Relay service is not device centric. As long as the relay user has a 10 digit number, we can relay calls to different communications devices such as cellular, pagers and PDAs.

AT&T Relay has had a long-standing relationship with our AT&T Wireless partners; sharing development and product ideas along the way. The advent of the smart-phone has opened a variety of interconnect opportunities to deaf and hard-of-hearing (HoH) customers. It was AT&T Relay that pushed AT&T Wireless to create a monthly service for the smart-phone product line that eliminated the mandatory monthly “voice minute package.” AT&T Relay handles many calls that originate and/or terminate to wireless devices. One example of an originating mobile data call would be a customer that communicates with a smart phone via AOL, with a buddy-list that includes “ATTRELAY.”

The Washington, DC Relay service will be provisioned to allow access from **any** wireless/cellular account user through 7-1-1 relay calls as long as the provider has enabled abbreviated dialing. Wireless/cellular users will also be able to access the Relay service by dialing the toll free number. Calls from wireless/cellular services that are correctly provisioned can be identified by AT&T and can be processed correctly regardless of caller’s wireless provider.

- 3.2.9 Voice Carryover (VCO) and Hearing Carryover (HCO) - The TRS Provider shall provide these services in accordance with FCC guidelines.

AT&T Response

AT&T has read and meets this requirement.





We provide and support, both acoustic and direct connect modes, for callers who wish to use VCO. VCO will always include the option to either use the TTY to enter the number to be called or to directly speak the number to the CA.

Our platform automatically establishes the carry-over bridge for customers profiled as VCO or HCO callers. Our relay platform will immediately set up the VCO feature when profiled VCO callers initiate a relay call or receive a relay call, whether they dial 711 or dial one of the designated toll-free numbers. No other relay provider offers this functionality.

AT&T provides and supports both acoustic and direct connect modes for callers who wish to use Hearing Carry Over (HCO). Our sophisticated Relay platform will automatically set up the HCO capability when profiled HCO users initiate a relay call or receive a relay call, whether they dial 711 or dial one of the designated toll-free 8YY numbers. No other relay provider offers this functionality. The CA will activate the HCO Privacy feature upon request and shall not be able to hear those portions of the call.

3.2.10 The TRS Provider shall have “in-house” procedures for resolving customer complaints.

AT&T Response

AT&T has read and meets this requirement.

AT&T has an established process for receiving and responding to customer complaints, inquiries and comments.

AT&T Customer Care for the TRS contract will be available to both English and Spanish-speaking customers. We will host 24-hour availability to respond to callers on a timely basis. Customers can contact an AT&T TRS Customer Service Representative in any of the following ways:

- By requesting a Supervisor while on a TRS Relay Call
- By dialing our designated TTY Customer Service Line at 1-800-682-8786
- By dialing our designated Voice Customer Service Line at 1-800-682-8706
- By Fax: 1-800-288-2184





- By Washington, DC Customer Service number once transitioned
- By Email: rm-attcustomercare@att.com
- By accessing Website: www.att.com/relay and filling out an E-feedback form

AT&T provides excellent customer service to all relay callers. TRS customer contacts are answered quickly and efficiently by a knowledgeable representative sensitive to resolving the issue. Responses will mirror a customer's mode of communication unless the customer requests a different manner of response.

Following is an example of a documented customer contact with a caller who needed general assistance.





AT&T Relay Services

Case # 012703

Customer Contact Date 2/17/2011

Case Open Date/Time 2/17/2011 2:59 PM Sched Resolution Date 2/17/2011 Close Date 2/17/2011 kr3795

Received From NCCC Case Source Cust Initiated Service TX

BTN FTN Follow Up? FCC

Customer Information

First Name John Last Name Doe Repeat Cust Unknown

Address City ST TX Zip Country USA

Contact # TTY Ext Cell Fax # Email

Opr ID Opr Last Name Opr First Name
Inquiry General Assistance State Relay Numbers/Info

Customer Comments:

2/17/2011 3:02:48 PM kr3795: 2/17/11 2:55 pm -- A. Craft -- Customer requested direct numbers for Texas Relay to dial when using a cell phone.

Resolution

2/17/2011 3:02:48 PM kr3795: 2/17/11 2:55 pm -- A. Craft -- Provided contact information for Texas Relay.

Closing CICS.

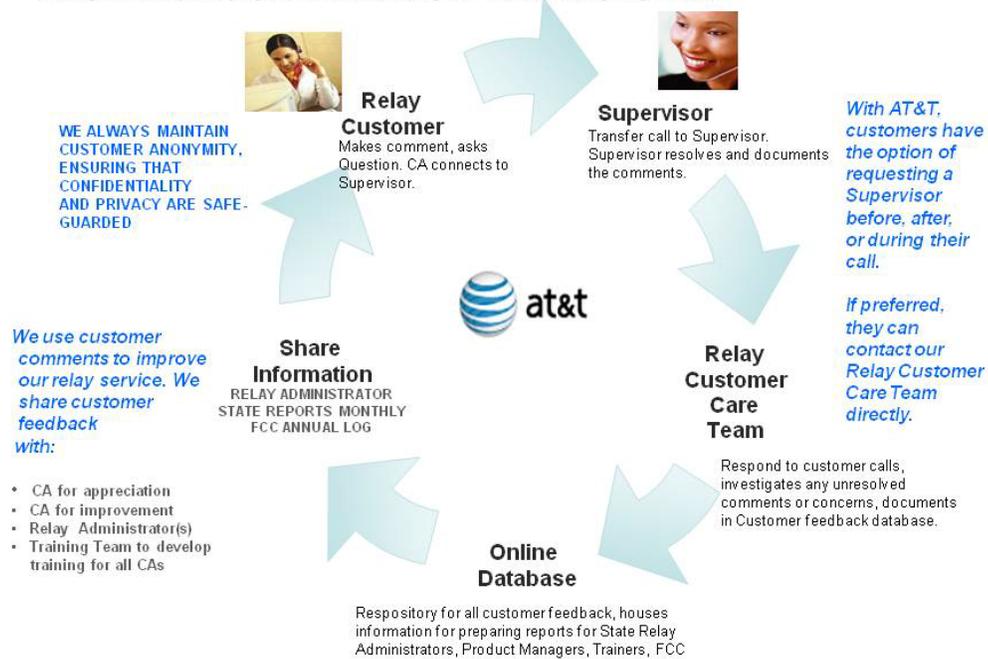
Email:





AT&T's Customer Care Process

AT&T is very serious about keeping customers satisfied. We have a detailed procedure for receiving and resolving customer contacts of all kinds – complimentary, complaints and inquiries. 99% of our contacts are resolved in the same call, or within 24 hours. While depicted simply here, the documentation and tracking of customer feedback is rigorous and is incorporated into the training and development programs which benefit every CA – and benefit every relay customer.



AT&T's architecture enables CAs to transfer a caller to a supervisor while still on line during a relay call. There is no need for a caller to drop the line and dial back in to reach a supervisor. This feature ensures that customers wishing to file a complaint are directly connected with a supervisor.

AT&T Relay Service Supervisor Response
1. Prepare a customer contact memorandum.
2. Consider the complaint from the customer's point of view.
3. Resolve the criticism, issue, or problem as quickly and satisfactorily as possible.
4. Escalate the complaint to the next management level if needed.
5. Conduct a review and provide corrective coaching or discipline if the complaint involves a CA.
6. Document the contact, investigation, and resolution.
7. If required, follow up with a written response to the customer to ensure satisfaction and closure of the contact.
8. Enter contact into AT&T's Commendation Inquiry & Complaint System for appropriate tracking and reporting purposes.





Within 24 to 36 hours, a representative of AT&T Relay Service will acknowledge in writing any complaints received either by mail or telephone, unless the customer prefers to be contacted by phone. If the customer prefers phone contact, we will document the conversation. If research is required to resolve a caller's inquiry, we will make follow-up contacts on a timely basis.

Individuals who are not satisfied with the response received from AT&T's TRS Customer Care Team will have the option to file an appeal with the PSC. Customer Care Team members will give the caller guidance on the appeal process and will provide information for directly contacting the PSC. Customers will have the option of AT&T's forwarding their contact information electronically via email to the PSC for assistance. We will also forward to the PSC any discussion and resolution offered, and we will request a return call from a PSC representative. We will explain these procedures in appropriate TRS outreach and informative material that we develop for TRS callers.

AT&T's procedures for resolving customer complaints are in full compliance with the FCC's complaint reporting and resolution process as described in sections 64.604(c)(1), (2), and (6) of Part 64, Subpart F of Title 47 of the Code of Federal Regulations. AT&T will comply with future FCC amendments. As required by FCC guidelines, AT&T will distribute information about the PSC and FCC's complaint process in all brochures, websites and other materials.

- 3.2.11 Confidentiality and Conversation Content - Except as authorized by Section 705 of the Communications Act, 47 U.S.C § 605, CAs are prohibited from disclosing the content of any relayed conversation regardless of content and, with a limited exception for Speech-to-Speech CAs, CAs are prohibited from keeping records of the content of any conversation beyond the duration of a call. However, Speech-To-Speech CAs may retain information from a particular call in order to facilitate the completion of consecutive calls at the request of the user.

AT&T Response

AT&T has read and meets this requirement.





AT&T recognizes that Relay callers must know their confidentiality and privacy is protected. Written or electronic records or notes will not be kept beyond the duration of the call except as provided for elsewhere in the RFP.

AT&T has a strong corporate history of protecting customer privacy and customer information. Protecting customers and honoring their privacy is a value that is deeply embedded in all we do, in every job performed at AT&T. Our corporate guidelines for business ethics and behavior, called the **AT&T Code of Business Conduct**, specifically cite protection of customer information and privacy as a paramount responsibility of every employee. **We re-train and re-commit every AT&T employee every year regarding the confidentiality of our customers' information; all our employees serving relay callers make this commitment.**

Our Relay platform provides an extra level of confidentiality. Relayed conversations are scrolled off the CA's screen and cannot be retrieved. In addition, the following policies and procedures are designed to ensure customer and CA privacy.

- We do not maintain written or electronic scripts of any conversation. CA and TTY typing appears on the screen only during the conversation and is automatically cleared when the conversation is terminated. Our platform records the minimum information necessary for billing purposes only.
- Once the call is completed, the billing information is sent to an off-site billing data repository and is no longer accessible to the CA.
- CA and supervisory personnel do not reveal any information about any call, including the fact that the call occurred. Only in the instances of resolving complaints, or when a CA is having difficulty with a call, can the call be discussed. However this must be done without revealing the names, gender, ages or numbers of either party.
- All CAs are required to sign a Pledge of Confidentiality promising not to disclose the identity of any caller, fellow CA, or any information learned during the course of relay calls. This applies to all CAs during the period of employment and after their termination of employment.

As required under FCC rules, STS CAs will, upon request, document information given by a STS caller for use on subsequent calls. This creates a more efficient call process if several calls are made. After completing the inbound customer's calls, we shred all captured information to ensure confidentiality of the customer's information.





- 3.2.12 Spanish Relay Services - The TRS Provider must have CAs capable of handling Spanish language calls 24 hours a day, 7 days a week. These services should be available in both Spanish-to-Spanish and Spanish-to-English.

AT&T Response

AT&T has read and meets this requirement.

We'll provide Spanish to Spanish relay calls for the District through our new San Antonio, Texas call center. Our fluently bilingual Spanish-speaking CAs will be available 24x7. All of our bilingual CAs have been test-qualified to speak and write Spanish at a minimum 12th grade level as required. AT&T will also provide English-to-Spanish and Spanish-to-English Relay calls.

- 3.2.13 Directory Assistance – The TRS Provider shall provide callers with access to local and long distance directory assistance. The TRS Provider should provide this service and its billing procedures to end-users.

AT&T Response

AT&T has read and meets this requirement.

As has been our practice for more than a decade, AT&T CAs will connect relay callers to any directory assistance bureau requested. Local directory assistance calls are billed by the LEC, whereas long distance directory assistance calls are billed by AT&T or the carrier designated by the customer. Directory assistance calls billed by AT&T are at the same rate as non-relay calls.

Relay callers can use their preferred modality, for example, VCO, HCO, STS, and may request Directory Assistance in a number of ways:

1. Caller requests to dial 411, call local DA, long distance DA, or toll free DA. The CA will dial the appropriate DA agency and relay the conversation between the caller and the DA Operator.
2. Caller requests a listing and provides the necessary information - name of person or business, address, city, and state. The CA will dial the appropriate DA agency,





provide the information to the DA Operator, and then relay the report back to the caller.

If the caller requests to be connected to the number provided by the DA Operator, AT&T's sophisticated DA Platform enables the CA to use one key function that sends the billing record for the DA call and inputs the number to dial in the billing record. This eliminates the need for the caller to provide the number to the CA.

3.2.14 Automatic Numbering Identification (ANI) - The TRS Provider shall use ANI, unless it is not available from the Local Exchange Carrier.

AT&T Response

AT&T has read and meets this requirement.

AT&T's relay architecture uses ANI recognition and CAs are automatically presented with extensive information about the call. This eliminates the need for callers to provide their number unless the ANI information isn't presented. We have our own originating line for the call, and this line includes data such as:

- caller's number
- billing restrictions
- Public phone or correctional facility
- Additional information sent from the network

Our state of the art network equipment uses Signaling System 7 (SS&) as an out-of band signaling method that routes calls in the fastest manner possible and automatically provides automatic number identification (ANI) calling party number (CPN), originating line screening (OLS), and privacy and/or blocking information for all inbound calls in the same manner as non-relay callers.





3.2.15 Caller Identification (Caller ID) - The TRS Provider must have procedures and technology to provide Caller ID services.

AT&T Response

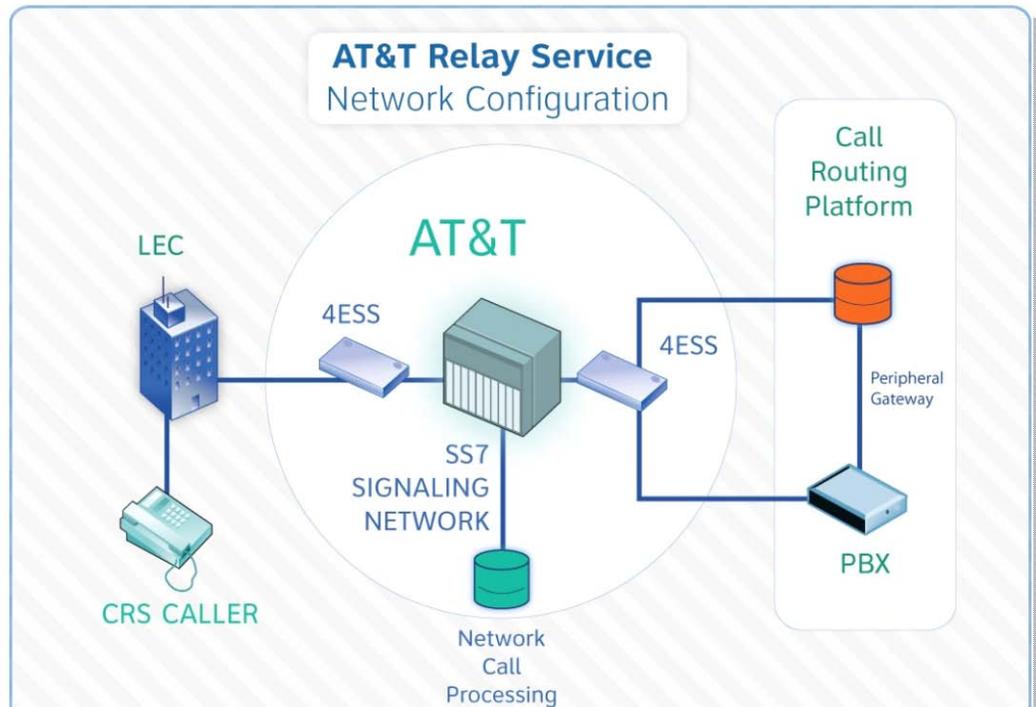
AT&T has read and meets this requirement.

We were the first provider to offer True Caller ID.

AT&T uses Signaling System 7 (SS7) as an out-of-band signaling method, ensuring that all calls are routed quickly and accurately. In addition, we use Integrated Services Digital Network (ISDN) Primary Rate Interface (PRI) protocol between the 4ESS switch and the relay center's PBX and Automatic Call Distributor (ACD).

The communication between our Intelligent Call Router (ICR) and the AT&T network is all SS7. This protocol provides Automatic Number Identification (ANI), calling party number (CPN), originating line screening (OLS), and privacy or blocking information for all inbound calls in the same manner as non-relay callers who reach the regular "0" or "00" operator. The TRS caller's phone number is not passed on to the called party if the calling party has Caller ID blocking invoked by his/her local telephone company. Following is a diagram which further illustrates the call flow we describe here.





AT&T provides fully functional SS7 capability for calls within our network, thereby possessing the ability to transfer calls in full compliance with 47CFR §64.1600 of the FCC's Rules to achieve functional equivalence.

We offer one additional feature with our True Caller ID solution -- this feature is not currently available through any other relay provider. Profiled callers may select which number they wish to be transmitted to the called party. Profiled callers may have their telephone number sent or the Relay Service's generic telephone number sent. We developed this feature because many relay customers prefer to give the called party a "forewarning" that the call is coming through relay.

3.2.16 Message Retrieval - The TRS Provider shall provide retrieval of messages from the answering machine and voice mail.

AT&T Response

AT&T has read and meets this requirement.





All CA positions are equipped with macro keys (pre-programmed messages) that are used when a recorded message is reached. AT&T CAs are trained to retrieve voice and TTY messages from voice processing systems and answering machines, and relay the message to the relay caller in the caller's communication mode (voice, TTY, ASCII, etc.). CA positions are also equipped with a Play Back Device (PBD) that enables the CA to capture recorded messages in their entirety without the need to redial. The CA has the ability to play back to any point in the recording, which allows the CA to provide continuous message transcription to the TTY user. All messages recorded on the PBD are erased as soon as the customer disconnects.

Another option for message retrieval is the Single Line Answering Machine (SLAM) procedure. This procedure is utilized when a TTY caller needs to check messages on the same line they are dialing from. The TTY caller may remain on the line while the messages are retrieved if the answering machine and TTY are located in the same room. If the answering machine and TTY are located in a different room, the CA receiving the request will ask the caller to please hang up so that their messages can be retrieved. The CA then dials back to the number, enters the pass code or other necessary information provided by the caller, and retrieves messages. The CA, then calls back a second time and relays the messages to the customer.

On all calls to retrieve messages or to any automated systems, callers are only billed for one complete call.

3.2.17 Call Release - The TRS Provider shall provide call release services.

AT&T Response

AT&T has read and meets this requirement.

AT&T will provide the feature that allows the CA to sign-off or be "released" from the telephone line after the CA has set up a telephone call between the originating TTY caller and a called TTY party, such as when a TTY user must go through a TRS facility to contact another TTY user because the called TTY party can only be reached through a voice-only interface, such as a switchboard.





3.2.18 Speed Dialing - The TRS Provider shall provide speed dialing services.

AT&T Response

AT&T has read and meets this requirement.

We provide Speed Dialing for our Relay users and offer an expanded speed dialing list size of 100 numbers.

ADDITIONAL FEATURES

The following are just a few of the additional features/services we'll provide District Relay users at no additional cost to the State:

- 2-Line VCO
- 2-Line HCO
- Voice to TTY
- TTY to TTY
- STS/VCO
- True Caller ID
- Touch tone Carry Over (TTCO)
- Last number Redial
- Call by Name for STS users

We'll also provide **Visual Assisted Speech-to-Speech** service, **Internet Relay** service, and **Video Relay Service**. Pricing for these services are included in the Pricing Proposal located in the Appendices section of the proposal.

Visual Assisted STS:

Visual Assisted STS (VA-STS) is an enhanced Speech to Speech service that uses the power of the Internet and capabilities of a video camera or video phone to capture full motion video of STS users to provide STS CAs with visual communication cues including lip reading, spelling in the air, facial expressions and other physical movements that may facilitate comprehension of what the person with a speech disability is saying. The video portion of the call is not billed to the state. Only the actual conversation between the STS user and the standard phone user is billed.





Internet Protocol Relay:

AT&T not only has the capability of providing internet relay – **WE INVENTED IT** and we have the patents to prove it. It was AT&T who first introduced IP Relay to the relay industry back in Portland, Oregon at the National Association of State Relay Administrators conference held in October 2000. One of the inventors of IP Relay is the current Director of the engineering and technology team that supports our relay service.

Video Relay Service:

Video Relay Service (VRS)--VRS is an online service that allows a deaf or hard of hearing person who uses American Sign Language to communicate with a hearing person through a certified video interpreter (“VI”). The VI sits in a call center and relays the signed information verbally to the hearing person. VRS requires a web-cam and a high-speed Internet connection. A VRS call may be initiated by the deaf or hard of hearing user calling a hearing person or by a hearing person calling a deaf or hard of hearing user, with the VI relaying the conversation.

AT&T offers Video Link or VL5 Applications that work on a variety of devices.

1. The VL5 Software Download enables deaf and hard of hearing users with an AT&T VRS Profile to make VRS and Point-to-Point calls using a PC or Mac that is equipped with a web camera and broadband connection. The Video Link Software Download is accessible from AT&T’s VRS website by clicking the Video Link Software Download link. You can create your free Profile by going to att.com/vrs.
2. The AT&T VL5 app for the iPhone 4 and iPad 2 allows deaf and hard of hearing customers to place and receive Video Relay Service (VRS) and Point-to-Point (P2P) calls - wherever WiFi or mobile broadband is available. The VL5 app also works with on iPod Touch 4th Generation, but with WiFi only. The VL5 app includes one-click calling and direct access to YPmobile. In order to use the AT&T Video Link app, you must be deaf or hard of hearing and have a VRS Profile registered with AT&T. You can create your free Profile by going to att.com/vrs.





VL5 provides 5 fantastic features to further enhance the Oklahoma Relay users' communications experience:

- Virtual Contacts – Enables the user to access their Virtual Contact list from their iPhone 4. When adding, editing, or deleting contacts from the iPhone, it automatically syncs with the user's VL5 on the computer—maintaining the phone book just got easier!
- Virtual Meeting – With Virtual Meeting, users can share pictures, videos, documents, and much more, with their friends and family—even if they're hundreds of miles away. It's like you're right there in person.
- Recorded Calls – Enable users to record conversations through VL5 and save them on their computer. VL5 users don't have to worry about missing anything important on calls anymore—simply rewind and play.
- Video Mail – VL5 users can see real-time the number of video messages they have. They can also access all their messages through e-mail, online, or via their smart phone.
- YP or Yellow Pages phone book – Available in July 2011, will enable VL5 users to:
 - Search—Eat, Play, Live! Find restaurants, entertainment, and businesses in and around their neighborhood
 - Find coupons—Save money! Find deals around their neighborhood and print coupons from their computer
 - See reviews—Find what others are saying about a restaurant and see reviews they post.
 - One-click calling—After finding something they like, users simply click on the phone number and YP connects them to a Video Interpreter

VL5 also allows customers to:

- Text Chat with other VL5 users
- Make 3-way calls with any other videophone
- Connect to friends and family with Point to Point calling to other videophones with a 10-digit number—receive inbound and make outbound video calls with AT&T VRS interpreters





3.3 OPERATIONAL PROTOCOL, SKILLS, TRAINING, AND OTHER STANDARDS

Each bidder shall explain in writing its approach, procedures, and plan to meet operational protocol, skill, training, and other standards below.

3.3.1 Standardized Greeting - The CA shall use a pre-determined script (voice or mechanical depending on the equipment used by the caller) to announce himself/herself as an agent for the District of Columbia TRS and include the gender and identification number of the CA.

AT&T Response:

AT&T has read and meets this requirement.

AT&T CAs will announce DC Relay calls using standardized “scripts” as requested.

TTY originating callers will see the following standardized greeting when calling into the service:

“DC Relay CA ##### (M/F) GA”

Voice callers will hear:

“This is the DC Relay Service, CA ##### with a call for you, GA”.

AT&T will modify the greeting to meet the preferences of the DC TRS Administrator.

3.3.1 Each CA shall possess the following skills:

- a. Competence in typing, grammar, spelling; interpretation of typewritten ASL; and familiarity with the hearing and speech disability community’s culture, language, and etiquette.

AT&T Response:

AT&T has read and meets/exceeds this requirement.





At this time, we do not anticipate needing to add new staff to serve DC Relay call volumes. Our current CA staff is skilled in excess of DC Relay requirements, and is ready and able to process your calls upon award of the contract.

We are proud on the comprehensive training our CA team has received, and we'll describe our current deaf culture training program for your awareness and review:

AT&T Employment Screening and Hiring

Pre-employment tests are given to assess an applicant's customer service orientation, basic general aptitude testing, and spelling skills, including knowledge of spelling rules and principles, and typing proficiency at 60 wpm.

Relay Training for CAs – Deaf Cross Culture Training

Deaf culture Training will encompass all requirements noted in the above question including topics of ASL “gloss” and grammar, deaf culture, and the special needs of hard of hearing, late-deafened, deaf-blind and speech disabled users.

We implement our training programs to ensure objectivity, sensitivity, and confidentiality in relaying calls.

Following please see the high-level outline of the introductory Deaf/HOH Cross Cultural Training Outline. A more detailed agenda is available upon your request.

This is the first training every new relay employee receives when hired as a Communication Assistant. As previously mentioned, the training is delivered by one of our AT&T Relay Account Team managers, a member of the Deaf and Hard of Hearing community. The training is participatory, and for most participants is a fun and memorable introduction to the world of relay.

This initial introduction into deaf culture is for two days. The focus of the initial training program then pivots to the “technical” portion of the training, i.e. how to successfully complete relay calls. The concepts introduced during deaf cross-cultural training are then integrated into and reinforced throughout the next eight days of procedural instruction.





Schedule for Initial Training of Communication Assistants		
Day One	Day Two	Days Three through Ten
Introduction to the Communicatively Challenged Community	Methods of Communication for the Communicatively Challenged Community	Fundamental Instruction in Technology and Procedures for Relay Service

DEAF CULTURE OUTLINE

Initial Training of Communication Assistants, Days One & Two	
I. Introduction to the Deaf Community and Relay: Day One	
A.	The Role of the CA and Customer Diversity
B.	History of Deaf Culture, Education, and Sign Language
C.	In The Spotlight: Notable Deaf individuals and their accomplishments
D.	Common Questions about Deafness
E.	Americans with Disabilities Act (ADA)
1.	ADA & FCC Requirements for Relay Service
2.	FCC Requirements – 64.604 for Relay Personnel
II. Methods of Communication: Day Two	
A.	Introduction to American Sign Language (ASL)
B.	ASL Guidelines and Grammar Rules
C.	ASL Gloss
D.	Understanding ASL Translation/Interpretation
1.	ASL Translation/Interpretation as the Default
2.	Identifying Translation/Interpretation preferences - Relay Choice Profile
E.	Idioms in Deaf Culture - English and ASL
F.	Procedures for obtaining Relief
Additional Resources: Books, Tapes and Websites Related to Deafness/Hard of Hearing	





b. The CA must possess clear and articulate voice communications.

AT&T Response:

AT&T has read and meets this requirement.

AT&T understands the importance of CA team member's ability to demonstrate clear and articulate voice communications. During the initial hiring process, we test and qualify our workforce on a verbal test that filters for possible concerns regarding clear and articulate speech. All AT&T CAs speak to voice users in a clear, concise, and understandable manner.

During both initial and subsequent training sessions, we cover sensitivity issues to ensure CAs have an understanding of the importance of using crisp enunciation and appropriate pacing so that relay users will easily understand what they say. We use trainer-led role play methods as well as having CAs tape their own voice to become more aware of speaking clearly.

c. The CA must provide a typing speed of at least 60 words per minute.

AT&T Response:

AT&T has read and meets this requirement.

AT&T has a team of very skilled and experienced typists! The average typing speed of our current CA Team is approximately 75 wpm.

Typing Speed	Percentage of Current AT&T Relay CAs
60- 69.9 wpm	33%
70- 79.9 wpm	33%
80- 89.9 wpm	25%
90- 100 wpm	9%





- d. The CA must be a high school graduate or have passed a high school equivalency examination.

AT&T Response:

AT&T has read and meets this requirement.

AT&T has more than twenty years experience in staffing relay centers with skilled Communications Assistants – and retaining this highly-skilled team. We have a very experienced relay CA team, and do not anticipate hiring new staff to support DC Relay customer calls.

All AT&T Relay CAs are high school graduates, or have passed an equivalency examination. New hires must demonstrate their verbal ability during a personal interview and are also required to pass a written grammar test that is an excellent indicator of grammar proficiency. A background check and drug testing are also required elements of the hiring process. Other pre-employment tests include customer service orientation, basic general aptitude testing, and spelling skills, as well as testing for skill in grammar, spelling, and logic equivalent to a high school graduate level.

- 3.3.2 Code of Ethics - A CA “Code of Ethics,” which will serve as a guide to CAs’ professional performance, should be included in the proposal.

AT&T Response:

AT&T has read and exceeds this requirement.

AT&T has always placed a strong emphasis on customer privacy, protection and customer confidentiality. Confidentiality and customer protection is at the forefront of our corporate ethics and values. Confidentiality of Relay Service is as strong a priority for AT&T as it is for the District of Columbia Public Utilities Commission and DC Relay users.

AT&T recognizes DC Relay callers must know their confidentiality and privacy is protected at all times. When a CA or manager is hired by AT&T, **we require all AT&T CAs and managers sign and comply with a Pledge of Confidentiality and a CA Code of Ethics.** We emphasize the critical nature of confidentiality, adherence to FCC regulations, and State contractual requirements in our training and coaching discussions. The Pledge of Confidentiality is posted in each Relay Center. The CA Code of Ethics and Pledge of





Confidentiality are regularly reviewed as part of CA performance plans. These codes have served to underscore the importance of customer privacy and protection.

We are proud to share that in over 23 years in the relay community we've never received a concern about CA confidentiality. AT&T is proud of a record that is clear of any allegation of a breach of confidentiality.

AT&T views any breach of confidentiality as an extremely serious matter. Albeit rare and unlikely, a CA or supervisor who after a thorough investigation, is found to have violated the confidentiality rules and regulations will either be terminated immediately or given a disciplinary warning, depending on the severity of the violation.





CA CODE OF ETHICS and PLEDGE OF CONFIDENTIALITY



AT&T Relay Services
CA CODE OF ETHICS

1. Communications Assistants will keep all call information strictly confidential. The only exception to this is if a call has to be transferred to another CA or the In-Charge Desk.
2. Communications Assistants must never give out telephone numbers.
3. Communications Assistants must never give out information about themselves except their gender and CA number.
4. Communications Assistants will convey the content and spirit of the speaker.
5. Communications Assistants will not counsel, advise nor express personal opinions except the tone of voice of the voice person.
6. Communications Assistants, as employees of AT&T, will strive to maintain high professional standards in compliance with the Code of Ethics and AT&T's Code of Business Conduct.

I have read and understand each of the Codes and I hereby pledge to abide and uphold the Code of Ethics.

Name (*sign*) _____

Name (*print*) _____

Date _____

This Code of Ethics, and the following CA Pledge of Confidentiality, is reviewed with each Communications Assistant annually, and during performance reviews occurring monthly and semi-annually. AT&T Communications Assistants understand their important role in the communication





process, and the expectation for absolute confidentiality. AT&T Communications Assistants understand that breaches of confidentiality –even if unintentional or a first-time offense- have serious ramifications, such as dismissal.





Washington, DC Relay Service Confidentiality Agreement

I _____ do hereby recognize the serious and confidential nature of the Washington, DC Relay Service. I recognize the responsibility this places upon me and its bearing on my continued employment. By agreeing to employment in a Communications Assistants, supervisor or customer service role, I agree to the following conditions:

1. I will not disclose to any individual, including fellow Communications Assistants (CAs), Customer Service Representatives and supervisors, the identity of any caller or information I may acquire about a caller while relaying his/her conversation, except if the user is in life threatening circumstances or causes an emergency situation, or in instances of resolving a complaint.
2. Under no circumstances will I act upon any information I may acquire while relaying conversations.
3. I will not allow any individual to watch or listen while processing actual calls, except for authorized training and quality_monitoring purposes.
4. Except when performing Speech-to-Speech or Captioned Telephone Service relay, I will not bring any recording devices, including but not limited to, pens, pencils and Personal Digital Assistants (PDAs), into relay workspace.
5. I will not keep any written or electronic form of a conversation beyond the duration of the call, except as allowed for Speech-to-Speech Relay service.
6. Except for any information necessary for billing purposes or gathering caller profile or 7-1-1 information when requested by the caller, I will not collect nor use a caller's personal information.
7. I will not register my company as the caller's VRS relay provider of choice without the expressed permission of the caller. When explaining about a caller's choice of relay providers I will strive to ensure that the caller receives a clear, accurate and forthright understanding of his or her options and of the registration process. I will not engage in deceptive practices that result in obtaining a caller's permission deceitfully.
8. Under no circumstances will I reveal my relay operator number in conjunction with my name, or disclose to anyone the names, schedules or personal information of any fellow CA or supervisor working at the relay service.
9. I understand that the FCC requires me to relay everything that is said by either party even if portions of the conversation are offensive to me personally.





10. In the event of my resignation or termination of my employment, I will continue to hold in strictest confidence all information related to the work I have performed as a relay operator.

I understand further that any of the above breaches in confidentiality will lead to disciplinary action up to and including immediate dismissal.

Signature: _____

Print Name: _____

Position: _____ Date: _____

3.3.3 Each CA shall comply with the following guidelines for relaying communications:

- a. The CA shall identify himself or herself as a Communications Assistant (TRS operator) and provide his or her gender and identification number.

AT&T Response:

AT&T has read and meets this requirement.

AT&T Relay CAs will provide their ID number and gender at the beginning and end of every relay call, as well as when there is a change of CA during a call.

A customer may request to have a male or female CA complete their call, and AT&T CAs will make every effort to accommodate these requests. If it is necessary to transfer the call to another CA, every effort will be made to ensure the call is transferred to a CA of the requested gender.

- b. The CA shall translate typed English to correct spoken English so that the non-TTY user can understand and converse with the caller.

AT&T Response:

AT&T has read and meets this requirement.

AT&T CAs will convey the full content, context, and intent of all communication on every relay call processed.

AT&T Relay CAs processing DC Relay calls will translate from TTY-ASL to grammatically correct spoken English as required.





DC Relay callers may also request that the CA relay verbatim rather than translating, and AT&T Relay CAs will comply.

For their convenience, DC Relay callers may also add instructions regarding “relay verbatim” or “ASL translation” to their personal profile. This will ensure that CAs receiving their calls have this information in advance, and callers won’t need to inform the CA of this prior to placing their call.

Our CAs receive extensive training on the absolute necessity of relaying verbatim without changing the intent of the communication process.

- c. The CA shall inform the TTY user of the non-TTY user’s tone of voice, in parentheses. These descriptions should include terms such as laughing or yelling, as well as background noise.

AT&T Response:

AT&T has read and meets this requirement.

We train TRS CAs to inform the TTY user of the non-TTY user’s tone of voice, in parentheses, and to also type background noise heard during the call. For optimal efficiency, AT&T has several macros (pre-programmed keys) designed to assist our CAs in providing background noises.

These macros include items such as sounds angry, laughing, phone ringing, doorbell, dog barking, as well as many others. Use of macros enables our CAs to provide background noise while continuing to relay the conversation verbatim.

We’ll gladly provide a full list of our macros at your request.

- d. The CA shall keep the end user informed of the progress of the call, using such terms as ringing, busy signal, put on hold, or disconnected.

AT&T Response:

AT&T has read and exceeds this requirement.





For TRS, AT&T uses macros (pre-programmed keys) to provide the quickest and most efficient process for informing Relay callers of the progress of their calls.

Our list of macros includes more than 30 phrases in both English and Spanish to notify callers of a wide variety of circumstances affecting call progress, e.g. (ringing 1), (number busy), (holding), (hung up), (waiting to select your menu option), (entering numbers now please hold).

For situations not covered by our automated messages, CAs will manually type the information to the TTY user. CAs will also keep Voice customers informed of causes for apparent delay, such as “Your caller is still typing.”

We train our CAs to keep the caller informed throughout periods of holding. AT&T CAs maintain focus on their call and will follow any instructions typed by the TTY user while holding for the hearing person to return to the line.

- e. The CA shall honor the TTY user’s option of telling the CA what aspects of the call the TTY user will handle.

AT&T Response:

AT&T has read and exceeds this requirement.

At AT&T, the relay customer is in control of their call at all times. AT&T CAs are trained to follow all instructions provided by the customer. CAs will respect and comply with all customer instructions such as "Do not announce relay," or "Do not type answer machine message just give me a beep when its time to talk," or “Do not type options just get me live rep," or any other direct request.

- f. The CA shall communicate exactly what is said when the call is answered and during the conversation, unless either party specifically requests otherwise.

AT&T Response:

AT&T has read and exceeds this requirement.

AT&T CAs are trained to relay all conversation verbatim, inclusive of all initial call answering phrases and greetings, background noises, conversation between the callers,





etc. AT&T CAs understand the important of providing a functionally equivalent call experience to the extent possible.

As previously described in Section 3.3.4b, if the DC Relay user prefers ASL translation, the AT&T CA will translate to grammatically correct English.

AT&T CAs are trained to use parentheses to type any conversation directed to them from the voice person during the relay call, for example, (ca can you give me their phone number). Conversation directed to the TTY user from the CA is also typed in parenthesis, for example, (ca here message garbled please repeat).

g. When relay services need to be explained to a non-TTY user, the CA shall indicate to the TTY user that he or she is explaining the service.

AT&T Response:

AT&T has read and meets this requirement.

AT&T CAs can use a pre-programmed macro key (CA here explaining relay) when needed to notify the TTY user they are explaining relay to the other person. This allows the CA to keep the TTY user informed, while providing the explanation.

Should a CA need to explain relay to a TTY user, the CA will update the hearing person with “CA here explaining relay ...one moment please.”

AT&T CAs will use general explanations for explaining relay to users unfamiliar with the service:

Sample Explanation Phrase: “The caller is using our service to communicate. I’ll be voicing what they type, and then typing what you say and anything else I hear.”

If additional explanation is necessary, the CA will further explain, “*The caller may have a hearing or speech loss and is unable to contact you directly. Please speak directly to the caller and say go ahead when you are finished speaking.*”

AT&T welcomes input from the DCPSC regarding these phrases, and will modify as requested.





- h. The CA shall use a conversational tone appropriate to the type of call made by the TTY user.

AT&T Response:

AT&T has read and exceeds this requirement.

AT&T CAs understand the importance of providing a functionally equivalent call experience for the relay user. AT&T CAs adopt conversational tones for intonation, content, and spirit. We include this requirement in our Code of Ethics (see Section 3.3.3), which states “CAs will convey the content and the spirit of the speaker.”

We train CAs extensively on these skills. We use role-playing during initial and subsequent training to help CAs develop an appropriate conversational tone of voice and pace so they read with intonation and fluency. We train our CAs to use an appropriate tone for the subject matter being discussed on a relay call. TTY users always have control of the call and, if necessary, may request a CA to use a different tone while relaying.

- i. The CA shall inform the TTY user if a different person becomes involved in the phone call.

AT&T Response:

AT&T CAs will advise the TTY caller when a new, different or additional person becomes part of the conversation and will also provide the gender of that person, (male) or (female).

- j. If a different CA becomes involved in the call, both end users shall be notified. The new CA shall give his or her gender and identification number.

AT&T Response:

AT&T has read and meets this requirement.

AT&T CAs only transfer calls when necessary. Prior to transferring, CAs will ensure that they have been processing a call for a minimum of ten (10) minutes for traditional relay and fifteen (15) minutes for Speech to Speech service. The only exception is when a customer *requests* to be transferred to a different CA.





When a call is transferred to a relief CA, TTY customers are notified by the macro bearing the relief CA's identification number and gender. Voice customers are notified by the announcement "relief ca XXXX continuing your call." These notifications are provided promptly when the call is transferred, which takes place only at non-disruptive junctures between the TTY and Voice parties' conversation.

If a gender request has been made, every effort will be taken to transfer the call to a relief CA of the requested gender.

During call transfers, call detail information that has been provided by the TTY user and the Customer Profile information remains available to the relief CA.

- k. If an end user makes subsequent calls after the initial one (to the relay center) and the called line is busy, the CA shall permit unlimited re-dial attempts.

AT&T Response:

AT&T has read and meets this requirement.

AT&T CAs do not impose limits on the number of calls or the length of calls made. Our CAs are prohibited from refusing single or sequential calls, or limiting the length of calls utilizing relay services. With AT&T, the relay user is in control of their call at all times.

- l. All comments (to the relay) by either end user shall be relayed.

AT&T Response:

AT&T has read and meets this requirement.

As mentioned previously, AT&T CAs are trained to use parentheses to type any conversation directed to them from the voice person during the relay call, for example, (ca can you give me their phone number).

Conversation directed to the TTY user from the CA is also typed in parenthesis, for example, (ca here message garbled please repeat).

- m. The CA shall verify the spelling of all proper nouns, addresses, and numbers that





are spoken.

AT&T Response:

AT&T has read and meets this requirement.

CAs will politely request the spelling of proper nouns, addresses and numbers to ensure accurate and verbatim messages are relayed.

n. The CA shall disconnect the outbound call when the inbound caller disconnects.

AT&T Response:

AT&T has read and meets this requirement.

AT&T CAs are trained to promptly release the outbound and inbound lines as soon as the customer disconnects from the call.

o. If a caller wants to register a complaint, the CA shall give the caller the option to be connected to a supervisor or to be given the customer service number.

AT&T Response:

AT&T has read and meets this requirement.

AT&T's architecture enables CAs to transfer a caller to a supervisor while still on line during a relay call. There is no need for a caller to drop the line and dial back in to reach a supervisor. This feature ensures that customers wishing to file a complaint are directly connected with a supervisor.

We always take customer commentary very seriously, and provide several ways to access our Relay Customer Care Live team. We welcome feedback and suggestions regarding the Relay Services we provide. We know that customer feedback is a direct line to product and service enhancement and is responsible for many innovative ideas that shape our industry.

AT&T's Customer Care Team is comprised of highly-trained CAs who staff the Customer Service desk on a regular basis. These CAs have participated in all Relay training inclusive of Speech-To-Speech call processing, VCO, HCO, and all other call





types. They have CA work stations available for using these communication modes when required to assist a caller trying to reach our Customer Service Team.

Our current Customer Care Team is adept in fielding all types of inquiries and is knowledgeable in a wide range of topics related to Relay Services.

AT&T has an established process for receiving and responding to customer complaints, inquiries and comments.

AT&T Customer Care for the TRS contract will be available to both English and Spanish-speaking customers. We host 24-hour availability to respond to callers on a timely basis. Customers can contact an AT&T TRS Customer Service Representative in any of the following ways:

- By dialing our designated Voice Customer Service Line at 1-800-682-8706
- By Fax: 1-800-288-2184
- By Email: rm-attcustomercare@att.com
- By accessing Website: www.att.com/relay and filling out an E-feedback form

AT&T provides excellent customer service to all relay callers. TRS customer contacts are answered quickly and efficiently by a knowledgeable representative sensitive to resolving the issue.

Responses will mirror a customer's mode of communication unless the customer requests a different manner of response.

AT&T's procedures for resolving customer complaints are in full compliance with the FCC's complaint reporting and resolution process as described in sections 64.604(c)(1), (2), and (6) of Part 64, Subpart F of Title 47 of the Code of Federal Regulations. AT&T will comply with future FCC amendments. As required by FCC guidelines, AT&T will distribute information about the PSC and FCC's complaint process in all brochures, websites and other materials.

- p. The CA shall not counsel, advise, or interject personal opinions into a relay call. The CA shall not have a personal conversation with an individual using the relay services.





AT&T Response:

AT&T has read and meets this requirement.

AT&T CAs are trained extensively to be neutral and non-participative in all relay conversations, as specified in the CA Code of Ethics. They are also trained not to release any personal information about themselves. If a customer (usually a customer new to relay) persists in attempting personal conversation, CAs are trained in strategies to avoid conversation in a courteous fashion.

- q. Callers do not have to give their names or the names of the parties they are calling. The CA may request the name only if it will help to explain the relay service, and the CA must explain how this will help the call.

AT&T Response:

AT&T has read and meets this requirement.

AT&T CAs do not require relay callers to provide their name. If requested to provide their name to the other person on the call, the CA will comply with the relay user's instructions. Names are requested only when necessary for collect or person-to-person billing.

- r. If a TTY user types an "S," the CA must recognize that this indicates a person with difficulty speaking.

AT&T Response:

AT&T has read and meets this requirement.

AT&T CAs are trained to recognize "S" as an indication of a speech disabled caller.

- s. If a TTY caller reaches an answering machine, the CA shall let the end user know and give the caller the option to leave a message or disconnect the call.

AT&T Response:

AT&T has read and meets this requirement.





When a recorded message is reached, the CA uses macro keys to advise the TTY caller, “(recorded msg) (one moment pls) (and I will relay complete message).” The complete message is relayed and TTY caller is informed, “(beep...hung up... would you like to leave a message q) ga.”

If the caller requests to leave a message, the CA redials and the complete message is left. The CA then advises the caller “(message has been left) (hung up) ga or sk.”

Callers are only billed for the final call when the message is left.

On all calls to retrieve messages or to any automated systems, callers are only billed for one complete call.





3.4 CALL SERVICE SPECIFICATIONS

Each bidder shall explain in writing its approach, procedures, and plan to meet the call service specification requirements below.

- 3.4.1 Call charges to TRS users will cost no more than charges for functionally equivalent service paid by callers that use “regular” telephone services.

AT&T Response

AT&T has read and meets this requirement.

AT&T provides TRS service that is functionally equivalent to what a voice user experiences.

Callers who call Relay to place a toll, interLATA, or interstate call and have not designated a particular carrier for their call will have their call defaulted to AT&T. If caller requests a list of available carriers for billing of the call, we will provide a list.

Callers may request that a specific carrier be used as long as the carrier is a participant in the industry’s standard solution for carrier of choice calls. Upon receiving a request to use another carrier, the CA selects the caller’s choice from an available menu and then hits the call completion keys, enabling the call to be carried and billed by the requested carrier’s network. The AT&T Relay platform automatically routes the call to a LEC access tandem, which forwards the call directly to the chosen carrier’s network along with billing information over a special Feature Group D type circuit. The chosen carrier’s network completes the call and creates a billing record. When the call is connected to the called party, the end user billing timer starts and the CA begins to relay the conversation.

We’ll encourage the IXC’s to offer discounted rates for relay calls to continue an established practice.

If the caller subscribes to an IXC’s calling and billing plan, AT&T will place the call over that specified carrier’s network and under the subscribed billing plan.

If we’re selected as a relay provider for Washington, DC, we’ll happily provide intrastate long distance rates and interstate rates for relay calls that are **lower than those currently**





offered by any other provider. The TRS Rate Plan that AT&T would adopt allows any relay caller (hearing or TTY) to enjoy a **flat rate of \$0.07 per minute for any long distance call whether the caller subscribes to AT&T or not.** Customers not subscribed to AT&T would not be assessed casual user fees or any additional fees to place relay calls through AT&T. AT&T subscribers with optional calling plans would be billed according to their plans (i.e. Unlimited users would not be billed for any calls). If a caller is a subscriber to an AT&T calling plan, then the rates in effect for that plan will take precedence.

We bill Relay users in the same way as hearing customers who place calls without using Relay.

3.4.2 The TRS Provider shall provide billing to end users or their carriers for interstate and intrastate calls, if billing is not provided by others.

AT&T Response

AT&T has read and meets this requirement.

Callers may request that a specific carrier be used as long as the carrier is a participant in the industry's standard solution for carrier of choice calls. Upon receiving a request to use another carrier, the CA selects the caller's choice from an available menu and then hits the call completion keys, enabling the call to be carried and billed by the requested carrier's network. The AT&T Relay platform automatically routes the call to a LEC access tandem, which forwards the call directly to the chosen carrier's network along with billing information over a special Feature Group D type circuit. The chosen carrier's network completes the call and creates a billing record. When the call is connected to the called party, the end-user billing timer starts and the CA begins to relay the conversation.

Our relay platform automatically captures all call information pertaining to the billing of relay calls and creates a Virtual Call billing record.

AT&T will create for each relay-assisted call an Exchange Message Interface (EMI) record as described in Bellcore Publication SRISD 000320. The EMI record is then transmitted to the appropriate billing contractor or LEC via existing electronic transmission procedures so that callers are billed properly.





3.4.3 The TRS Provider shall allow TRS users the ability to use calling cards, credit cards, and third-party billing and make collect calls and calls to and from hotel rooms. The TRS Provider shall explain how these types of billing will be made available to the user.

AT&T Response

AT&T has read and meets this requirement.

Relay callers will be able to place toll, long distance and international calls using direct bill (i.e., sent paid) or alternative billing arrangements that include but are not limited to:

- collect
- bill to third number
- calling card
- commercial credit card (MasterCard, AmEx, Diner's Club)
- prepaid calling cards
- auto-collect

AT&T will accept any non-proprietary LEC calling card for billing. We also accept other IXC's calling cards through our Carrier of Choice platform or by completing the call through the carrier's toll free number provided by the customer.

The AT&T relay platform was engineered to automatically capture more than 100 pieces of information for every relay call that is processed. AT&T will create a virtual call record for each relay-assisted call and creates an Exchange Message Interface (EMI) record as described in Bellcore Publication SRISD 000320. The EMI prepared by AT&T meets all industry standards. The EMI record is then transmitted to the appropriate billing contractor or LEC via existing electronic transmission procedures so that callers can be billed in accordance to their existing calling plans. The billing function for relay is all done in house and is not sub-contracted or outsourced.





- 3.4.4 The TRS Provider shall assure that billed minutes to the District will be rounded to the nearest fraction of a minute.

AT&T Response

AT&T has read and meets this requirement.

We record all calls in seconds. For our reports, we first add up all the seconds, convert to minutes, then round to the nearest fraction of a minute.

- 3.4.5 The TRS Provider shall provide local calls, long distance calls and international calls and explain how they will be identified and documented for billing purposes, specifically those calls to be paid by the District of Columbia Universal Service Trust Fund and those to be paid by the TRS Administrator for the Federal Communications Commission.

AT&T Response

AT&T has read and meets this requirement.

We'll provide local, long distance and international call capability for Washington, DC relay users.

The AT&T relay platform was engineered to automatically capture more than 100 pieces of information for every relay call that is processed. AT&T will create a virtual call record for each relay-assisted call and creates an Exchange Message Interface (EMI) record as described in Bellcore Publication SRISD 000320. The EMI prepared by AT&T meets all industry standards. The EMI record is then transmitted to the appropriate billing contractor or LEC via existing electronic transmission procedures so that callers can be billed in accordance to their existing calling plans. The billing function for relay is all done in house and is not sub-contracted or outsourced.

All interstate and international calls will be billed to the Interstate TRS Fund. We will report any FCC and/or NECA reimbursed minutes on the District's monthly invoice.

Unlike other relay providers, we also have the capability to process operator assisted TTY to TTY calls such as collect, billed to calling card, billed to third number, etc. for





callers. These calls are not billed to the District or the National Exchange Carrier Association (NECA), but are billed directly to the caller or the called party depending on the billing type requested. None of the other relay providers has the capability to do this!

3.4.6 The TRS Provider shall list long distance charges on the end user's bill.

AT&T Response

AT&T has read and meets this requirement.

Long distance calls and associated charges are included on end users' bills.

End user billing will reflect the minutes of use based on the criteria that timing of the call begins upon pickup of the called number. For person-to-person calls, this timing begins only after the called party has answered the phone.

3.4.7 The TRS Provider shall transmit the billing record detail to the billing agent (if applicable).

AT&T Response

AT&T has read and meets this requirement.

The AT&T relay platform was engineered to automatically capture more than 100 pieces of information for every relay call that is processed. AT&T will create a virtual call record for each relay-assisted call and creates an Exchange Message Interface (EMI) record as described in Bellcore Publication SRISD 000320. The EMI prepared by AT&T meets all industry standards. The EMI record is then transmitted to the appropriate billing contractor or LEC via existing electronic transmission procedures so that callers can be billed in accordance to their existing calling plans. The billing function for relay is all done in house and is not sub-contracted or outsourced.





4. COMPANY BACKGROUND, INSURANCE, REFERENCES, AND CONFLICT OF INTEREST

The proposal must contain the following information on the company offering to provide TRS, to demonstrate the bidder's qualifications and ability to provide TRS in the District of Columbia:

4.1 COMPANY INFORMATION

4.1.1 Company Ownership – If incorporated, provide the state in which the company is incorporated and the date of incorporation. An out-of-state company must become qualified to do business in the District of Columbia as a foreign corporation before a contract can be executed.

AT&T Response

AT&T has read and meets this requirement.

AT&T Corp. is a New York corporation founded March 3, 1885. AT&T was qualified to do business in the District of Columbia on June 6, 1955. Our Charter number is 550204.

4.1.2 Disclosure of any prior or on-going contract failures, contract breaches, and any civil or criminal litigation or pending investigation which involves the company or in which the company has been judged guilty or liable.

AT&T Response

AT&T has read and understands this requirement.

The requirement does not specify a timeframe. AT&T Corp. was founded in 1885, and it would be impossible to investigate and identify any findings back to its inception. AT&T, like most large publicly owned corporations, has entered into thousands of contracts some of which resulted in litigation. Based upon information and belief, the Customer Information Services division of AT&T Corp., which will manage the contract





and provide the service under this RFP is not aware of any on-going contract failures, contract breaches, and any civil or criminal litigation or pending investigation which directly relate to the types of services being bid on pursuant to this RFP.

4.1.3 Company's background/history and qualifications for providing TRS in the District of Columbia.

AT&T Response

AT&T has read and exceeds this requirement.

AT&T is bringing it all together for our customers, from revolutionary smartphones to next-generation TV services and sophisticated solutions for multi-national businesses.

For more than a century, we have consistently provided innovative, reliable, high-quality products and services and excellent customer care. Today, our mission is to connect people with their world, everywhere they live and work, and do it better than anyone else. We're fulfilling this vision by creating new solutions for consumers and businesses and by driving innovation in the communications and entertainment industry.

We're recognized as one of the leading worldwide providers of IP-based communications services to businesses. We also have the nation's fastest mobile broadband network and the largest international coverage of any U.S. wireless carrier, offering the most phones that work in the most countries; the largest Wi-Fi network in the United States based on branded and operated hotspots; and the largest number of total broadband connections in the United States.

And we're making huge advances in the entertainment and communications industry. For example, we've expanded our video offerings to include television services such as AT&T U-verse[®] TV and AT&T|DIRECTV. It's part of our "three-screen" integration strategy to deliver services across the three screens people rely on most — the mobile device, the PC and the TV.

As we continue to break new ground and deliver new solutions, we're focused on delivering the high-quality customer service that is our heritage.





Key Facts

We are the largest communications holding company in the world by revenue. Operating globally under the AT&T brand, we are:

- Proud to offer one of the world's most advanced and powerful global backbone networks, carrying 23.7 petabytes of data traffic on an average business day to nearly every continent and country, with up to 99.999 percent reliability.
- The nation's fastest mobile broadband network — and it's getting faster with 4G — serving millions of customers and enabling them to travel and communicate seamlessly with the best worldwide wireless coverage — offering the most phones that work in the most countries. Offering voice coverage in more than 220 countries, data roaming in more than 200 countries and mobile broadband in more than 130 countries.
- The only U.S. national service provider to offer a 100 percent IP-based television service with AT&T U-verse TV, which provides an exciting alternative to cable with a better DVR, better features and apps and a better TV experience.
- Managing the nation's largest Wi-Fi network (based on branded and operated sites) with more than 24,000 AT&T Wi-Fi Hot Spots, including locations in all 50 states, and access to more than 135,000 hot spots around the globe.
- One of the world's largest providers of IP-based communications services for businesses, with an extensive portfolio of Virtual Private Network (VPN), Voice over IP (VoIP) and other offerings—all backed by innovative security and customer support capabilities.
- Publishers and distributor of 1,250 AT&T Real Yellow Pages titles annually.
- A global leader in delivering a full portfolio of end-to-end reliability and highly secure network, voice, data and IP solutions to wholesale customers, and its service portfolio has been widely regarded by third parties as industry-leading.
- The parent of YP.com, a leading Internet Yellow Pages network that, when combined with AT&T Real Yellow Pages, receives more than 5 billion consumer searches a year.
- The leading U.S. provider of local and long distance voice services.





Corporate History

In 1876, Alexander Graham Bell invented the telephone. That was the foundation of the company that would become AT&T — a brand that has become synonymous with the best, most reliable telephone service in the world.

In 1984, through an agreement between the former AT&T and the U.S. Department of Justice, AT&T agreed to divest itself of its local telephone operations but retain its long distance, R&D and manufacturing arms. From this arrangement, SBC Communications Inc. (formerly known as Southwestern Bell Corp.) was born.

Twelve years later, the Telecommunications Act of 1996 triggered dramatic changes in the competitive landscape. SBC Communications Inc. established itself as a global communications provider by acquiring Pacific Telesis Group (1997), Southern New England Telecommunications (1998) and Ameritech Corp. (1999). In 2005, SBC Communications Inc. acquired AT&T Corp., creating the new AT&T.

With the acquisition of BellSouth in 2006, and the consolidated ownership of Cingular Wireless and YP.com, AT&T is positioned to lead our industry in one of its most significant transformations since the invention of the telephone more than 130 years ago.

U.S. Presence

We serve customers nationwide with a broad range of wireless voice and data services. We have the nation's fastest mobile broadband network and serve 95.5 million wireless subscribers. We hold spectrum licenses in all 50 U.S. states, the District of Columbia, Puerto Rico and the U.S. Virgin Islands. We also have the best worldwide coverage of any U.S. carrier with voice coverage in more than 220 countries, data roaming in more than 200 countries and mobile broadband in more than 130 countries.

We serve millions of customers, concentrated in [22 states](#), with wired services, including broadband, long distance and local voice.

Global Reach

Our customers work and live in virtually every country and territory in the world. We serve millions of enterprise and multinational business corporations on six continents.





We offer a variety of service plans that enable U.S.-based customers to stay connected to friends and work colleagues who are overseas. We also enable our customers to keep in touch when they travel outside the U.S.

With AT&T, customers have the freedom to make wireless calls using an internationally enabled phone on all seven continents and in more than 220 countries. We offer wireless data coverage in more countries than any U.S. carrier — with wireless data-roaming in more than 200 countries for laptops, hand-held devices and other data services and mobile broadband services in more than 130 countries. We also offer wireless service on more than 135 cruise ships worldwide.

Relay Service, itself, was originally developed by AT&T Bell Labs with the same standards for reliability and performance as our main network services. AT&T has been a provider of state-wide relay service for more than 23 years. No other relay provider equals this record. We were the first telecommunications company to establish a 24 hour/7 days a week service under a state funded program in State of California back in January 1987. We set the benchmark that other relay providers followed.

We bring solid network services experience that enables us to best serve you. Gartner, Inc., a noted industry analyst, put AT&T in the Leaders quadrant for Network Service Providers for every region. In these uncertain economic times, some telecommunications providers are troubled with so many performance and financial issues that they no longer are invited to participate on large federal government bids. You can rely on AT&T, however, to support you with resources, performance, and stability that position us at the top of our industry.

AT&T’s active involvement with several national organizations and industry groups allows us to anticipate and plan for new features and changing federal requirements. The following table shows just a few examples of the many times when AT&T was first to implement innovations or FCC regulations prior to the date required.

AT&T Ahead of the Curve in Relay Service

First Provider to Offer enhanced TTY modalities such as TurboCode®
First Provider to Implement Interrupt Capability on Web-based Relay
First Provider to enroll all of its state contracts in the Telephone Service Priority Program in 2005
First Provider to trial and offer Relay Captioned Conference in 2002





AT&T Ahead of the Curve in Relay Service

- First Provider to implement True Caller ID across all its state contracts in 2001
- First Provider to demonstrate Internet Relay in 2000
- First Provider to complete provisioning of 711 Abbreviated Dialing in all its state contracts
- First Provider to offer and provide Spanish Relay in 1993
- First Provider to implement the first state-wide TRS program in 1987

AT&T has provided relay services in accordance to the FCC mandated requirements for the following states and jurisdictions:

TRS CONTRACT HISTORY 1987-2011

State	Contract start date	Contract end date	Annual intrastate minutes last 12 months of contract
California	6-2-2010	Active	1,403,345 (9 months)
Michigan	5-29-1991	Active	1,118,872
Pennsylvania	9-24-1990	Active	1,868,397
Virginia	2-1-1991	Active	1,400,758
Alabama	2-27-1989	2-29-2004	2,274,024
Delaware	1-1-1991	12-31-2005	376,853
Georgia	4-1-1991	3-31-2006	3,073,166
Illinois	6-10-1990	1-31-2000	7,784,032
Kentucky	10-1-1991	9-20-1998	2,389,767
Mariana Islands	7-1-2003	9-30-2004	4,915
Maine	12-14-1990	4-18-2004	745,378
Maryland	6-1-2002	5-31-2007	2,380,053
Mississippi	11-1-1999	6-30-2003	1,184,681
New Jersey	12-15-1991	1-31-2006	2,451,076
Puerto Rico	7-12-1993	9-3-2001	453,813
Rhode Island	7-1-1995	7-31-2001	873,989
Tennessee	9-24-1990	9-25-2001	3,789,425
Vermont	7-1-1991	6-30-2002	404,260
Virgin Islands	7-12-1993	8-25-2005	15,169
Washington	6-27-1993	6-26-1998	5,180,588
Wash. D.C.	5-5-1992	5-4-2004	1,085,932
West Virginia	8-7-1992	1-31-2007	429,023





Our Traditional Relay Services are handled through the Customer Information Services (CIS) organization. The CIS units supporting Relay include Operations, Marketing, Force Management, Channel Management, Systems and Processes, and Methods and Procedures. We are also supported by other AT&T organizations, including Finance, Information Technology, Regulatory, Legal and External Affairs.

AT&T conducts ongoing research and development for emerging technology at AT&T Labs and conducts pilot programs with customers who wish to participate. This is one of the benefits of Washington, DC selecting a provider that is a nationally recognized company not in Relay alone, but also in broadband, wireless, mobile devices, and Internet products. Most of the emerging Relay Services will be Internet and mobility-centric, and these are additional areas where AT&T excels. We successfully beta-tested IM (Instant Messaging) Relay at our Virginia Relay Center and anticipate this will be a model for future pilot programs in emerging technology. We'll keep the OTA advised on pilot programs through ongoing communication with our AT&T Program Manager.

AT&T has been serving the hearing and speech loss relay community longer than any other relay provider. Our experience cannot be matched by any other company. Additionally, our dedicated engineering and development staff has always been at the forefront of technical innovation raising the standards for providing functional equivalence. Anything offered or provided by AT&T in terms of alternative technologies will meet or exceed equivalent TRS standards.

In February 2010, we were one of two providers awarded the contract for the State of California. We were awarded the largest share of the CA Relay Service with more than 51% of the total traditional relay service minutes to be processed by AT&T.

We operate three TRS call centers located in Norton, Virginia; Augusta, Georgia; and New Castle, Pennsylvania, and a Spanish TRS call center in San Antonio, TX where we have nearly 400 highly skilled relay operators and managers providing professional and high quality relay service. AT&T's relay platform employs a very sophisticated system architecture that enables flexible configuration while maintaining a high degree of reliability. This architecture has been field-proven by more than 23 years of experience providing intrastate, interstate, and internet-based relay service.





AT&T Washington, DC

Employment

We have more than 300 AT&T employees in Washington, DC. Our payroll represented more than \$22.9 million in 2008. We operate 6 company-owned retail locations in the state.

Building for tomorrow

Between 2006 and 2008, AT&T invested approximately \$140 million on its wireless and wired networks in Washington, DC. The District's consumers enjoy 3G wireless service.

Local Support

In 2007, AT&T operations in Washington, DC generated more than \$24.5 million in local and state taxes. These taxes, paid by AT&T or our customers, help support vital programs.

Giving Back

AT&T and the AT&T Foundation contributed more than \$2 million to key initiatives in Washington, DC in 2008.

People Power

Each year, our employees and retirees work to enhance their communities by taking part as AT&T Pioneers and voluntary efforts. In 2008, AT&T employees and retirees in Washington, DC donated more than 300 hours of personal time to community outreach activities – worth more than \$6,000.

Environmental Impact

We strive to minimize our environmental impact in ways that are relevant to our business and important to the communities we serve. Finding cleaner methods of powering our fleet is an important step we can take in this area, and we plan to invest up to \$565 million over 10 years to deploy more fuel-efficient vehicles in our fleet.





Add It UP

AT&T Investment in Washington, DC	
2008 PAYROLL	\$22,990,000
2007 TAXES	\$24,520,000
2008 GIVING	\$2,000,000
2008 VOLUNTEER HOURS	\$ 6,000
2006-2007 NETWORK INVESTMENT	\$140,000,000
AT&T's TOTAL WASHINGTON, DC INVESTMENT	\$189,516,000

*Most recent data available

4.1.4 Length of time the company has offered TRS.

AT&T Response

AT&T has read and meets this requirement.

AT&T has been a provider of state-wide relay service for more than 23 years, since January 1987. No other relay provider equals this record. We were the first telecommunications company to establish a 24 hour/7 days a week service under a state funded program in State of California back in January 1987. We set the benchmark that other relay providers followed.

4.1.5 Whether the company has ever been engaged in a contract with any District agency? If "Yes," specify when, for what duties, and for which agency.

AT&T Response

AT&T has read and understands this requirement.

We provided Relay service for the District from May 5, 1992 to May 4, 2004.

We welcome the opportunity to once again provide quality relay service to the citizens of Washington, DC.





4.1.6 The Company's Dun and Bradstreet number.

AT&T Response

AT&T has read and meets this requirement.

Our Dun and Bradstreet number is 006968523.

4.1.7 The location of the Company's headquarters and office(s) that will be assigned to the District of Columbia TRS.

AT&T Response

AT&T has read and meets this requirement.

AT&T Corp. headquarters is located in Dallas, TX. The call centers that will be supporting the District's Relay service are located in Augusta, GA, Newcastle, PA, and San Antonio, TX.

4.1.8 The Company's number of employees, both locally and nationally.

AT&T Response

AT&T has read and meets this requirement.

We have over 266,000 employees in the United States. We employ over 300 people in Washington, DC.

We have over 340 employees supporting the TRS organization. All CAs who handle traditional TRS are employees of AT&T.





- 4.1.9 The location(s) from which employees will be assigned to the District of Columbia TRS.

AT&T Response

AT&T has read and meets this requirement.

Employees assigned to the District's TRS service will be located in several offices throughout the country, including Norton, VA, Newcastle, PA, Augusta, GA, San Antonio TX, Dallas, TX, Richmond, VA, and Chicago, IL.

- 4.1.10 An organizational chart identifying the hierarchical structure of the company's personnel involved in the contracting and provision of TRS. Please include management, legal division, supervisors, etc.

AT&T Response

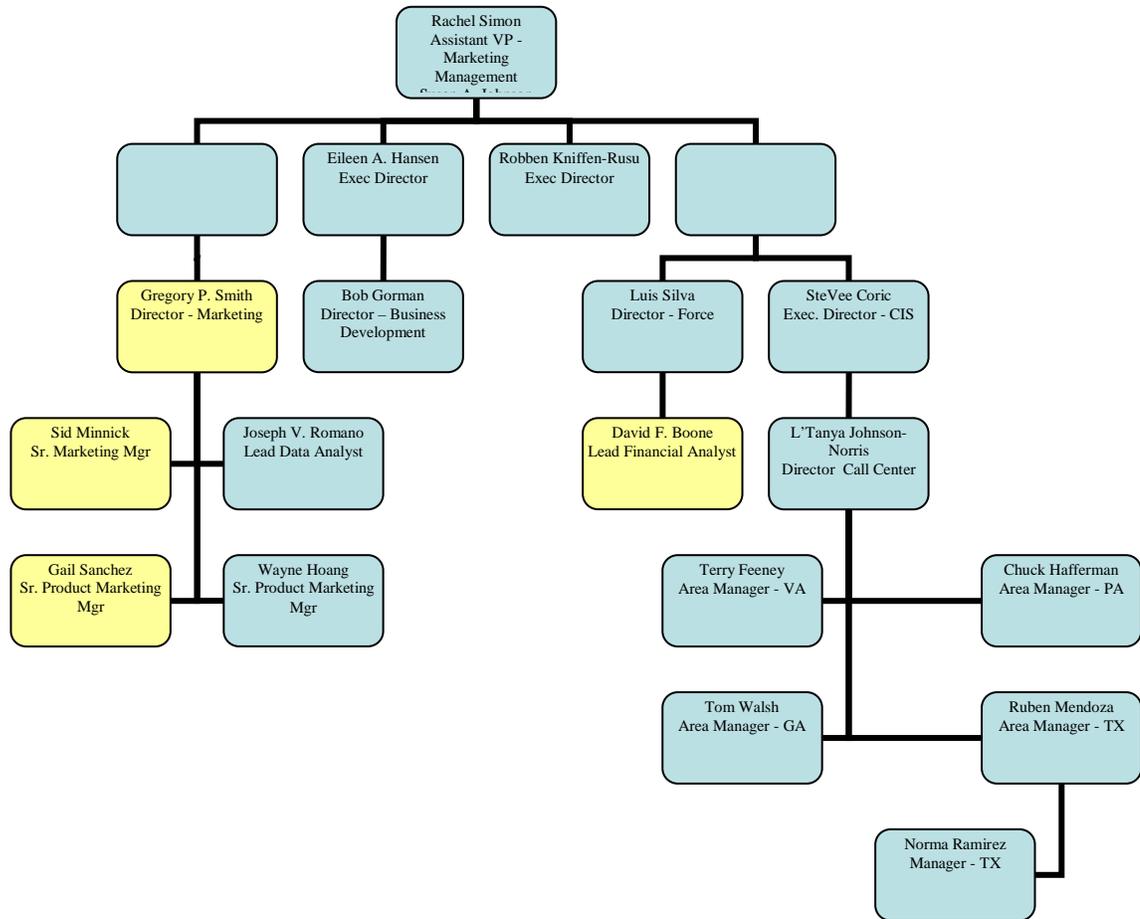
AT&T has read and meets this requirement.

Provided below are two organizational charts labeled "Contract Specific Organization Chart – CIS" and "Contract Specific Organization Chart – IT." These charts show the key management personnel assigned to the Relay Contract and their respective reporting structure.



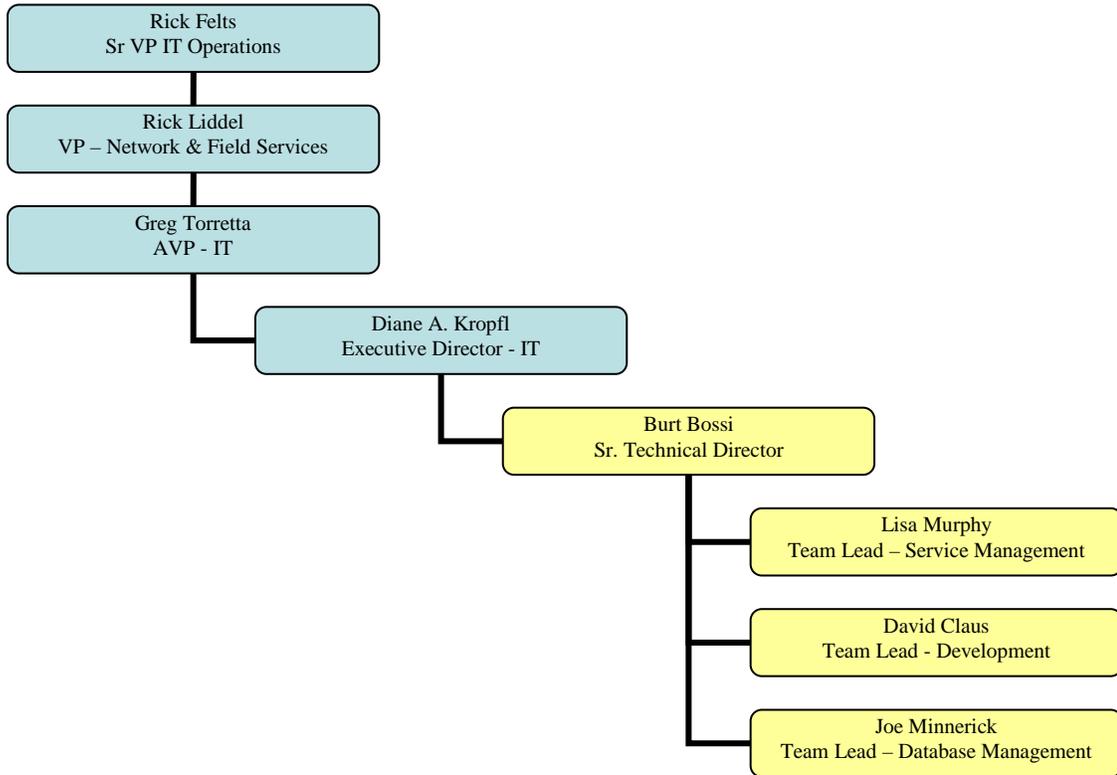


Contract Specific Organization Chart Customer Information Services (CIS)





Contract Specific Organization Chart Information Technologies (IT)

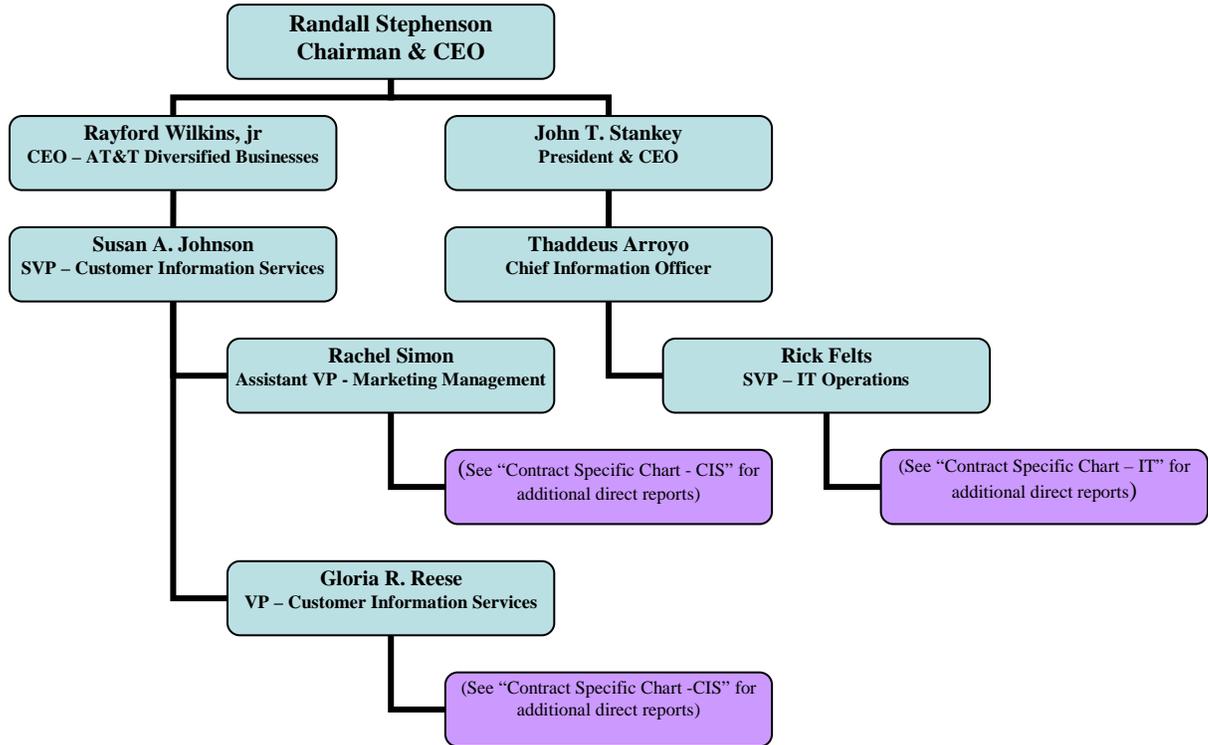


As it is impractical to show all of the subordinates and direct reports for the entire AT&T organization, the attached organizational charts labeled “Corporate Organization Chart” provides a streamlined view of the reporting structure from AT&T Chairman and CEO, Randall Stephenson, to the highest ranking officer on the two organizational charts supplied for the section above.





AT&T Organization Chart Edited to Provide Streamlined View





4.1.11 Resumes for key staff to be responsible for the performance of any contract resulting from this RFP.

AT&T Response

AT&T has read and meets this requirement.

Attached are general resumes for the key AT&T personnel assigned to this contract. These include resumes for the following individuals:

- Burt Bossi
- Gail Sanchez
- Gregory Smith
- Sid Minnick
- Ruben Mendoza
- Norma Ramirez
- Terry Feeney
- Matt Myrick
- Chuck Hafferman
- Tom Walsh





Burt J. Bossi

Chronological Resume

Experience

2000 - Present AT&T Business Indianapolis, IN

District Supervisor / Technical Director of AT&T Relay Services

- Lead BU-strategic and cross-BU initiatives involving the deaf marketplace for AT&T's Telecommunication Relay Service (TRS). These initiatives include ARS, IP-RELAY, OSD, and others.
- Manage multi-state technical team (20 staff); with responsibility for the daily operation of nine (9) call centers and \$60M revenue with \$4.5M budget.
- Protect \$50M legacy revenue, while adding \$10M of relay growth purely through technology; while holding expenses flat to \$4.5M over last 3 years.
- Manage development and DBA team to secure our legacy call center complex, while providing state-of-the-art service enhancements to the relay market before required by the FCC or state.
- As a TRS subject matter expert and public speaker, support larger business unit objectives at trade shows, conferences, and with FCC, e.g. "7-1-1."

1994 - 2000 AT&T Consumer Indianapolis, IN

Distinguished Member of Technical Staff / Team Leader

- Chief Architect of the Accessible Communications Services (Relay Services for Deaf) Business, supporting a team of software and hardware developers, project managers, and service managers, with focus and empowerment.
- Lead the charge within the business unit to lessen downtime by eliminating single-points-of-failure from the system. Led charge in creating end-to-end process minimizing impact of Service/Disaster Recoveries.
- Authored significant OAM&P docs, illustrated how expenses can be lessened while achieving more output and deliverables for the business.
- Team Leader for advanced wired/wireless products used in conjunction with a network-nodal customer application.





1988 - 1993 **AT&T Consumer Products** **Indianapolis, IN**

Member of Technical Staff / MTS-I

- Self-lead project manager sponsoring AT&T Language Line Services and the Bell Labs Linguistics Group to create large value-added solutions to real-time issues.
- Leader of the Business Planning Process Team
- Provide leadership for New Business Development Group that leveraged local engineering talent with larger corporate AT&T technical needs.

1981 - 1987 **AT&T Bell Labs / CP** **Indianapolis, IN**

Senior Technical Associate

- Provided hardware and software design solutions to various technology teams. Technical support included design, prototype fabrication, silicon design (single chip phone), and extensive use of ECAD tools.
- Supported AT&T Smart Card Group. Became subject matter expert and customer sales technical contact for industry meetings.

Education

1977–1981 **Purdue University** **Hammond, IN**

- Marketing & Product Management Certified – St. John’s University, 1999
- B.S., Electrical Engineering – Purdue University, 1981
- A.S., Business Management – Purdue University, 1979





Awards

- US Patents (4) 1989, 1996, 2001
- AT&T Spirit of Leadership award - 1993
- AT&T Horizons Graduate Program –1992
- AT&T LCP Nomination – 1992
- Exceptional Contribution awards (supporting local diversity and women engineers)





Gail Sanchez

Resume

Professional Summary

Professional and bilingual manager with solid experience in Product Management, Account Management, Request For Proposal Management, in all aspects of Training and Performance, Customer Service, Employee Development and Project Management. Experienced at leading diverse work groups through organizational changes.

Skills

- Excellent analytical, oral and written communication skills
- Skilled in organization, coordination and negotiation
- Adept at working across organizational boundaries
- Fluently bilingual with ability to read, write and translate from English to Spanish and vice versa; working knowledge of American Sign Language
- Proficient in Microsoft Word, Excel, and PowerPoint

Experience

2002 to Present AT&T – Customer Information Services Harvey, IL

Telecommunications Relay Service (TRS) Product Manager:

Responsible for managing full suite of offerings for AT&T's Telecommunications Relay Services while ensuring all services are compliant with state and FCC requirements. Duties include managing bottom-line profitability; vendor management; and working closely with Call Servicing and AT&T IT organizations in supporting all technical, operational, and service delivery TRS platforms. Establish and manage key strategic customer relationships with relay administrators and other state and federal agencies including NECA, FCC, and the Disability Rights Office. Analyze industry trends and competitive landscape; oversee opportunity identification and evaluation. Drive revenue and operating profit growth while managing cost initiatives. Collaborate in developing and executing regulatory strategy. Lead the development of new product and launch strategies.





1999 - 2002 AT&T – Accessible Communications Services Chicago, IL

RFP Manager / Account Manager

Planned, managed, and coordinated AT&T's response to Request for Proposals (RFPs) for the provision of intrastate Telecommunications Relay Services for several states including FL, CO, TX, VA, PR, MD, and GA. Required working closely across organizational and functional groups. Key accomplishments include managing the response to the MD RFP which resulted in AT&T being awarded a five year contract worth over \$10 million.

1991 - 1999 AT&T – TRS Staff Chicago, IL

National Training & Performance Manager

Designed, developed, and managed all technical, soft skill training, and diversity training for Communications Assistants in ten (10) AT&T Relay Call Centers across the country. Developed, coached, and supported five (5) Training Delivery Specialists. Managed the implementation and operationalization of all new features, training, and service offerings, for the AT&T Relay Services organization. Key accomplishments included the re-engineering of the initial TRS training module which resulted in reducing the initial time spent in initial training from two (2) full weeks to five (5) days thereby realizing significant savings in training expenses.

1990 - 1991 AT&T of Puerto Rico Cayey, Puerto Rico

International Expatriate Assignment

Provided start-up support for new AT&T Operator Service Center in Cayey, Puerto Rico. Lead, coached and supported new frontline managers to manage center operations and all personnel matters including benefits, labor issues, compensation, and career planning.

1989 - 1990 AT&T – Illinois Relay Center Chicago, IL

Resource Manager

Provided start-up support for new relay center in Chicago, Illinois. Planned and implemented all aspects of initial and continuation training for more than 100 Communication Assistants. Designed and implemented plan to hire and train employees





for new call center Managed, coached and developed a team of Training Delivery Specialists Identified and analyzed performance improvement areas for the TRS organization.

1979 - 1989 AT&T – Illinois Bell Telephone Chicago, IL

Several management/occupational positions including:

- Long distance operator for Illinois Bell
- Service Assistant for Operator Services
- Resource manager for TSPS and OSPS Call Centers
Central Region (10 state) Staff

Education

De Paul University, Chicago, IL USA

BA, Training and Development

Catholic Theological Union, Chicago, IL USA

Master of Arts in Pastoral Studies – In progress

Professional Memberships

America Society of Training and Development

Hispanic Employees of AT&T

Women of AT&T





Gregory Smith
1010 N. Saint Mary's
Suite 13Q
San Antonio, Texas 78215
210-246-8456 (W) 210-215-8888 (H)
gsmith@att.com

Employment History:

5/2008 – Present

Director of Market Development

AT&T Customer Information Services, Diversified Businesses, San Antonio, TX USA

- Assess and develop new market products, services and opportunities
- Direct the product, client relationship, and new state and product opportunities for Traditional Relay and IP/IM Relay product and business lines
- Direct the product ownership and business lines for the Legacy T OA/CCS collect, assisted, and alternate billing contact platforms and channel

05/2007 – 05/2008

Sales Director

AT&T Consumer Southwest, San Antonio, TX USA

- Direct the sales and customer service performance for external inbound and outbound call center vendors, as well as the Southwest Region internal DMG (Spanish) call center channel
- Responsible for the performance and management of (5) five 2nd-line managers and 25 total manager headcount
- 200+ internal AT&T rep headcount and between 400-700 external vendor agent headcount and 9 separate vendors
- Accountable for approximately \$1.5M monthly target revenue attainment (\$18M annualized)





09/2005 - 04/2007

Sr Sales Ops Mgr/Assoc Director Regional Sales

AT&T-Southwest Consumer, San Antonio, TX USA

- The first 2nd-line hired in the SW for the VP-GM organization – September 2005
- Responsible for building the Retail Channel, local market initiatives, and Smart Moves organization
- Assisted VP-GM in building/growing the overall organization. Sales and marketing activities. National Retail, Smart Moves, and Cingular channel management. Helped launched U-verse and DISH in local markets
- Built best-in-class retail team and delivered above expected YOY/MOM results
- Manage Key Vendor-Agent relationship with Utility Masters
- Core member of Cingular as a sales channel team
- Core member of transitioning VP-GM organization into a "deliverable" sales accountable entity: commission and compensation model
- Daily/monthly sales responsibility to VP-GM
- Responsible for exploring, negotiating and launching new distribution/sales channels (HEB, Fiesta, Cingular Agents, Events)

02/2003 - 08/2005

Area Manager - Sales

SBC Directory (Yellow Pages), San Antonio, TX USA

- Day-to-day management of inside sales team (7-9 on-commission representatives).
- Responsible for proportionate handling and growing revenue for 7 major directories.
- Daily communication and negotiating with paid and non-paid advertising customers.





- Administrative and operational responsibility for up to 9 sales representatives, including payroll, development, training, sales assessment, positive discipline, hiring, dismissal, revenue and account performance.
- Account, rep and team level reporting and analysis
- Finished #1 Area Sales Manager for 2003 Cycle for all of SBCDO Southwest Inside Sales Managers (1 of 50). Finished 8 out of 50 for 2004 Cycle.

01/2002 - 02/2003

Associate Director - Marketing

SBC Operations, San Antonio, TX USA

- Responsible for supporting Small/Medium Business Channel Winback and Retention of Access Lines
- Consumer Access Lines - Acquisition, Retention and Winback
- Consumer Marketing Channel Delivery for SBC Yahoo Dial, DSL and wireless Home Networking. Managed SBC relationship with 2Wire Gateway vendor for the SW

06/2000 - 12/2001

Associate Director - Marketing

SBC Long Distance, San Antonio, TX USA

- Core Texas and MOKA Launch Team member. Achieved 1 Millionth LD customer 6 months ahead of target
- Retention Chief. Developed/executed and managed SBCLD Retention Program.
- Managed the External Channels for SBC Long Distance - Consumer Marketing.
- Perform day-to-day contact/liaison between SBCLD and Upshot (direct sales) and ChaseCom (telemarketing), including order reporting and reconciliation, communication, and performance.
- Responsible for External Channel acquisition and revenue performance.
- Specialized promotions to support presence, branding and sales at SBC sponsored events/opportunities.





- Serve as the strategic planner/driver for growth opportunities as well as new-state launch activities for the SBCLD External Channels.
- Responsible for negotiating and maintaining Agent/Vendor contracts, including retail/event-marketing alliances and compensation.

06/1997 - 06/2000

Various

Southwestern Bell Wireless - San Antonio, TX USA

- Various sales, marketing and operations positions ranging from a retail sales associate to a 2nd-line marketing manager

Professional Licenses, Accreditations, and Memberships:

United States Marine Corps - 1989 to 1997

Sergeant of Marines, Member of the Marine Corps Combat Correspondents Association.
1989





Sidney A. Minnick, Jr
Four AT&T Plaza, 311 South Akard
Room 2110
Dallas, Texas 75202
214-464-6858 (W)
sm3196@att.com

Employment History:

08/2008 - Present

Sr. Marketing Manager

AT&T Services, Inc., Dallas, TX USA

- Responsible for market research and development for Customer Information Services; identifying potential product and start-up company opportunities for inclusion into CIS's product portfolio.
- Responsible for Relay RFP project management and development of responses.
- Responsible for marketing/promotion of Relay.
- Managed the strategic relationship with ChaCha Search, Inc., including administration of accounts payables and receivables, and marketing activities.
- Coordinated marketing activities associated with Collect to Wireless.
- Planned Outreach and Education activities, and marketing for Relay services.
- Prepared corporate responses to State Relay Service RFPs.

03/2007 - 08/2008

Sr. Sales Operations Manager-CIS

AT&T Operations, Inc., Dallas, TX USA

- Responsible for all internal and external sales support activities associated with AT&T 1-800-YellowPages and coordinate processes and training with the sales teams.
- Revised and administered the Ad Provisioning process and Ad Quality process and provided approval on Ads before being provisioned on the Ad Platform.





- Coordinated planning activities with external billing and sales channels.
- Developed Customer Mailing process and database to schedule to support the sales efforts during telemarketing campaigns.
- Responsible for closely coordinating sales support activities with external sales Agents and Vendors, and Advertising & Publishing and Yellowpages.com.
- Develop Ad Play Testing process to identify any system or sales-related issues that may impact the way Ads play on the platform, and work with the platform vendor and sales to resolve issues.

01/2006 - 03/2007

Director-Diversified Businesses

AT&T Operations, Inc., Dallas, TX USA

- Developed of an internal and external Advertising Plan for Non-Traditional Directory Assistance.
- Developed Advertising Plan for Traditional Directory Assistance.
- Coordinated all internal and external communications associated with the launch of Business Category Search in the Midwest.
- Coordinated development and approval of the Employee Referral targets for the Diversified Businesses units.
- Developed a Sales Process and an Ad Quality Process for Non-Traditional Directory Assistance.
- Coordinated with Media Relations and External Affairs to develop Press Releases, Key Message Statements and Employee News Now articles associated with the deployment of Non-Traditional Directory Assistance.
- Coordinated media responses to address Payphone inquiries received from the media.

10/2003 - 12/2005

Chief of Staff

Diversified Businesses; SBC Operations, Inc., Dallas, TX USA





- Responsible for development and administration of consolidated tracking, reporting and analysis of results for the Diversified Businesses group of Operator Services, Public Communications (COIN), Paging, Messaging and Video. Provide monthly results and presentations to the President-Diversified Businesses.
- Develop and administer monthly Attendance tracking, analysis and reporting. Work with line management in development of call center attendance metrics package.
- Responsible for development and implementation of corporate support programs for the Diversified Businesses business units: ERIC employee referral program, Ambassador program, PAC and United Way.
- Developed Business Plan template and coordinated development of 2004 and 2005 business plan binders and backup.
- Responsible for coordination of all media inquiries associated with Coin, and coordination of internal and external communications activities with external affairs.

05/2001 - 10/2003

Sr. Director-Marketing & Communications

Public Communications; SBC Operations, Inc., Dallas, TX USA

- Responsible for directing marketing activities for 13-state territory, including product management of current product lines, and development of new product initiatives.
- Responsible for directing operations of our national call center in Evansville, Indiana. Responsible for coordinating all media and external affairs activities associated with PubComm.
- Responsible for development and administration of yearly business plans. Responsible for developing consolidated financial reports for Diversified Businesses.
- Responsible for developing executive presentations. Led our efforts to secure contract with Phone1, to provide creative LD service and pricing on payphones.
- Led efforts to secure a Wi-Fi technical trial agreement with Love Field airport, which led the way to a commercial product rollout of FreedomLink.





- Developed and implemented several key initiatives in our call center to improve service and efficiencies.

11/2000 - 05/2001

Director-Operations (SmartMoves)

SBC Operations, Inc., Dallas, TX USA

- Responsible for making key decisions on strategy, planning, acquisitions and resource allocation for 12-state territory. Responsible for directing long range strategic planning for both in-region and out-region market growth opportunities.
- Responsible for directing financial planning, development and performance of \$43M expense budget and key financial indicators impacting the Consumer regions and affiliate companies.
- Developed market research and competitive analysis to identify current environment and future competitive threat.
- Directed development and negotiation of national contract language, which minimized sales closure time, while maintaining legal and regulatory obligations.
- Provided direction to 12-state sales team in areas of acquisition forecasting and target development. Guided development of compensation and commission processes and procedures.

09/1997 - 11/2000

Director-Financial Management (SmartMoves)

SBC Operations, Inc., Dallas, TX USA

- Responsible for making key financial decisions on resource allocation for 12 state operations. Responsible for directing long-range strategic financial planning.
- Developed financial planning model to forecast, track and analyze performance and impact on key financial indicators. As part of PacTel Merger team, developed a region-specific tracking system and associated expense codes to measure merger-specific activities.
- Developed a product model to identify revenues, expenses and associated financial measurements of an integrated program including telephony, Video, Internet and Long Distance.





- Managed overall expense budget of \$30M, coming in under budget in 1998, 1999, and 2000. Developed expense reductions plans to reduce baseline expenses, resulting in a \$500K reduction in 1998, and \$1.7M in 1999.
- As team lead for Ameritech merger, developed proposal for a 12-state organization which was approved.

08/1996 - 09/1997

Director-Channel Development-Retail

Southwestern Bell Communications, Inc., St. Louis, MO USA

- Responsible for developing retail market analyses for Southwestern Bell Mobile Systems. Responsible for conducting site analyses for SBMS stores and authorized agents, both existing locations and prospective new sites.
- Developed a Retail Market Potential Model to analyze revenue potential in specific market locations. Coordinated with National Retail team to open seven Circuit City stores in Dallas, to serve as authorized agents for SBMS.
- Developed sales tracking system to track sales channel agents and analyze performance compared to traditional channels, SBMS stores, and retail stores.
- Developed market analyses for St. Louis, Kansas City and Dallas, and presented findings and recommendations to SBMS senior managers and officers.
- Company witness for Inline Lawsuit.

10/1992 - 08/1996

Mgr-Operations Support (RSC/BSC/SBA)

Southwestern Bell Telephone Co., St. Louis, NE USA

- Responsible for sales and operations support for the RSC, BSC and SBA. Responsible for market area product management of Call Control Options, Caller ID, CCS, Inline/Inline Plus, and Maximiser 800.
- Directed all activities associated with the St. Louis deployment of Call Control Options. As spokesperson for Caller ID and Call Control Options, conducted all media interviews including three major television networks, the Business Journal, St. Louis Post Dispatch and four radio stations.





- Gave presentations to external stakeholder groups, including Rotary, Kiwanis, AARP, League of Chambers of Commerce and the Police Chief's Association. SWBT spokesperson during 1993 flood, in a video conference broadcast throughout the state. Coordinated regulatory approval to temporarily waive installation charges.
- Developed and presented a competition/rate case educational overview to employees.

07/1985 - 10/1992

Mgr-Sales Support-MO State Staff

Southwestern Bell Telephone Co., St. Louis, MO USA

- Responsible for sales and marketing activities for residence services in Missouri. Responsible for product management of residence and small business products.
- Developed and implemented the first CCS product waiver in Missouri, through working with regulatory and the PSC. Conducted numerous subsequent waivers and discounts of the installation and recurring charges.
- Jointly developed the first statewide Additional Line campaign to promote second lines. Planned and coordinated seasonal campaigns and subsequent recognition events.
- As Call Control Options product manager, coordinated all activities associated with the first Missouri deployment in Joplin, including network, regulatory and external affairs.
- Developed the Missouri employee referral program, Stepping Ahead with Sales. Provided sales and operations support to the RSCs and Product Promotion Center.

01/1981 - 07/1985

Manager-RSC

Southwestern Bell Telephone Co., St. Louis, MO USA

- Responsible for development of service representatives in a residence universal business office. Responsible for sales, service, billing and force management.
- Coordinated training and re-organization associated with Divestiture.
- Handled force planning and forecasting for the center.





- Developed work stoppage plan for office and handled office operations during the 1983 work stoppage.

11/1979 - 01/1981

Mgr-RSC and External Affairs

Southwestern Bell Telephone Co., Mexico, MO USA

- Responsible for total RSC operations and external affairs for Mexico and Montgomery City. Responsible for sales, service, billing and collections for residence customers.
- Responsible for revenue and expense budgets for two RSCs. Responsible for all community and public relations for SWBT. Elected executive vice president of the Chamber of Commerce and ran for City Council.
- Office operations were closed in conjunction with the exit of all outstate business office operations, in December 1980.

07/1978 - 11/1979

Business Office Supervisor

Southwestern Bell Telephone Co., St. Louis, MO USA

- Responsible for development of service representatives in a residence universal business office. Responsible for sales, service, billing and collections.
- Responsible for labor relations and coordination with the CWA. Handled force planning and forecasting.

01/1975 - 07/1978

Service Representative

Southwestern Bell Telephone Co., St. Louis, MO USA

- Hired as a service representative January 7, 1975. Handled sales, service, billing and collections for residence customers in a universal office.





Education:

Inc. - Meramec Community College, St. Louis, MO USA

Business, Journalism, 20 Hours Completed

Professional Licenses, Accreditations, and Memberships:

- Sales and Marketing Executives of St. Louis, past president; past chairman.
- Missouri State Business Partnership, founder and past director.
- DECA national judge for sales and marketing competitive events.
- Professional speaking and motivation training.
- Media Spokesperson.





Ruben Mendoza

Orange, CA

714-741-4200 (O), 562-881-5556 (W)

Area Manager

AT&T Customer Information Services

EDUCATION

MBA, University of Redlands (Redlands, CA), Business and Management, 2003

BSBA, University of Redlands (Redlands, CA), Business and Management, 2000

SPECIALIZED TRAINING

Windows, WORD, EXCEL, POWERPOINT training via University classes and on-site training at AT&T. AT&T Engineering Selection Module Test (Qualified), AT&T Leadership Development Hi-Potential Program Participant

PROFESSIONAL EXPERIENCE

AT&T Customer Information Services, Orange, CA, 08/06 - Present

Area Manager. Interface with external business groups in the Southwest, Midwest and East environments (Network Services groups). Provide career development and support to members of the non-salaried and salaried team members of these offices. Coach and direct 3 management employees and indirectly supervise non-management employees. Trains, develops, and performance manages front line Managers in delivery of customer service. Represents the company at the second step of the labor grievance process and interacts with Union leadership. Markets Customer Information Services products and associated revenue stream. Support a 24x7 work environment. Skills include: Strong planning and organizational skills. Team builder. Creative. Supervisory. Strong interpersonal skills. Decision making, problem solving, strong oral and written communication skills. Engineering Selection Module Test Qualified (ESM). Able to understand strategic and tactical view of communications. Able to work independently without a lot of direction. Worked to create separate target system for Spanish Centre office. Assisted in the creation of a satellite office (within current work location) to assist





the Directory Assistance offices with call handling, helping minimize surplus in current office and decrease overtime in the Directory Assistance environment. Lobbied and successfully implement Spanish IVR which increased call volumes by over 300%. Lead for a revenue generating trial/pilot which increased take rate to over 6% for the West Region. Lead a departmental Management Program that targeted development for the top 15% of Managers in the organization. Program was most successful in the history of the process with the organization adopting all the projects.

SBC West, Sherman Oaks, CA USA, 10/2001 - 12/2007

Chief of Staff/Administrative Manager. Chief of Staff to the Director and Regional Vice-President of SBC West Operator Services (Fifteen Call Centers) for California and Nevada. Advisor to sixty-eight Managers in the area of Human Resources Management. Coordinate and compile financial reports for the region. Reduced budget cost of \$10K for supplies YOY. Supervise three Staff Associates and in-directly support over 2,000 non-management employees. Oversee daily and monthly accounts payable and budgeting processes. Created business referral aid, resulting in a 400% increase in referred business leads. Promoted a successful working relationship with CWA. Acting area Manager for three Operator Services Centers prior to and during a work stoppage. Manage Customer service issues. Developed job aid, which resulted in a 15% decrease in complaints from customers.

Pacific Bell, Orange, CA USA, 07/2000 - 09/2001

Administrative/Attendance Manager. Responsible for administrative and attendance management at AT&T O.A. and at AT&T Spanish Centre. Managed Spanish Translations Operators. Pacific Bell translation Supervisory work for: Repair, Directory Assistance, Operator Assistance, Technicians in the field and Fraud. Participant in the Management Action Program-program for promotable Managers. Developed training, methods and procedures as a part of the following regional teams: Performance Management Planning Team, In-Charge Team, and Incidental Absence Team Acting Area Manager.

Pacific Bell, Culver City, CA USA, 06/1998 - 06/2000

Administrative Manager. Attendance/Administrative Manager Managed attendance issues for over three hundred employees. Administrative Manager to the Area Manager. Human Resources Subject Matter Expert. Trained and developed personnel on new attendance and In-charge processes. Acting Area Manager.





Pacific Bell, Culver City, CA USA, 12/1996 - 05/1998

Manager/Acting Manager .Managed 40 Directory Assistance Operators. Assisted with closure/consolidation and movement of four offices into one location. Liaison/Subject Matter Expert for the Rework Committee to improve Customer service. Member and Subject Matter Expert for the following regional and office teams: Telsam Q Team, In-Charge Standards Team, Incidental Absence Team, Training for In-Charge Technical Accuracy.

Pacific Bell, Torrance, CA USA, 07/1992 - 11/1996

Operator. Handled customer requests for listings out of the Directory Assistance Database. Worked as Service Assistant and Relief In-Charge, also responsible for office mandatory coverage's.

Hardee's Food Systems, Oklahoma City, OK USA, 06/1985 - 05/1992

Manager. Managed restaurant of over seventy personnel Local Human Resources responsibilities including hiring, terminations and promotions. Local restaurant marketing. Managed profit and loss which included budgeting and inventory. Promoted to Regional trainer. .

MEMBERSHIPS

HACEMOS Member, Meals on Wheels Volunteer

FOREIGN LANGUAGES

Speak, read and write Spanish at a functional level





Norma L. Ramirez

5938 Piedmont Glen; San Antonio, Texas 78249
512-983-6313

Education:

Bachelor of Arts in Political Science, 1996

University of Texas Pan American; Edinburg, Texas

Qualifications:

I have a strong background in implementing administrative, office, and personnel policies, procedures and programs. I am experienced in administrative and office operations, including organizing, training and orientation. I am able to work restrictively and solve problems resourcefully. I am familiar with meeting strict deadlines. I am detail oriented and can manage multiple tasks/caseloads independently as required by the demands of the position. I am also able to compose and edit materials, correspondence, etc. I communicate well and am able to work with both internal and external organizations/agencies/customers for all types of issues/problems for resolution. I also have volunteer experience that has allowed me to plan/help coordinate all types of events. I am also bilingual (English/Spanish).

Experience:

AT&T

October 2004-Present

Manager, Customer Information Services

April 2007 - Present

I am responsible for performance, quality, disciplinary issues and attendance for 15 direct reports. I organize data for analysis that is required to maintain detailed reports for each employee. I am currently the SME on the YP Header project. We are responsible for following up with advertisers to ensure that they are utilizing services available with their business line account. I am also responsible for meeting with and monitoring each





employee for performance issues and attendance. Manage issue resolution on customer and executive complaints as assigned. Attend conference calls as scheduled. Train and coach each employee on performance and method and procedure lessons. I also manage multiple projects as assigned by Area Manager. I approve payroll both daily and quarterly. I am accountable for all equipment issues. I am also responsible for entering all EH&S observations in Web Add. I oversee and represent my unit at all Health and Safety training functions and ensure that everyone is compliant in the office. I also maintain excellent Management/Union Relations and am trained in Labor Issues, MSOC, Attendance (FMLA), and database equipment.

I also managed funds for A&R program that included 76 employees and 3 managers. I oversaw all database driven applications/issues in the center and submitted any discrepancies/issues for correction. I also monitored for correction/completion by the database administration team.

I was the office coach for MSOC (Management Systems and Operations Control). I was responsible for assisting the other managers in all MSOC related issues. I received a score of 100% during our assessment in 2009.

During the spring of 2009 I trained 54 managers on DA procedure as part of their CP09 assignments.

Service Advocate, Customer Information Services

January 2009 - Present

As the Service Advocate for the Service Excellence Award Program for both the Southwest and Midwest regions, I am responsible for managing nominations, working with nominator and presenting on conference calls. I created several documents as job aids that were sent to all managers. I also was responsible for helping to disburse and manage the award and recognition budget for this service project. In addition, I serve as a point of reference when a manager has a question regarding The Customer Rules! Recognition program.





Customer Service Representative/Console Operator

October 2004 – March 2007

As a customer service representative and a wireless 411 operator I was responsible for answering all calls in a quick, tactful and courteous manner. I verified all information requested by customers via database system. I also assisted customers in making emergency calls. I provided support to the database committee head and was responsible for verifying errors/changes/sending them via computer referral correction; I also served as committee secretary. I handled customer billing issues and support for DSL. I issued services as requested by customers; notated account in all systems (BOSS/SORD). I also participated in group sales events.

PACE Healthcare Inc; Weslaco, Texas

August 2003-March 2004

- Scheduler
- Performance Improvement Assistant
- Billing Supervisor

My primary duties consisted of auditing all charts that included physical, occupational and speech therapy. I ensured that all frequencies were consistent with orders submitted on plans of care. I compiled statistical data for nursing personnel on a weekly/monthly basis. I received all telephone/verbal orders into computer system once physicians had viewed and signed. I followed progress of all orders due from physicians and generated reports for all community outreach personnel to ensure compliance with timeframes/deadlines as outlined by Medicare Policy. I provided support to the scheduling department on request as well as to the referral intake on request. I proofread/edited documents for the public relations officer as needed. I performed other duties as assigned (daily) for administrators and the director of nurses. I dealt with insurance companies daily for payment of services rendered. I was trained in payroll policies for CBA/PHC personnel. Data entered claims so that Medicare could be billed for services/payment. I created forms, on database program, utilized by admissions and intake department(s). I also created and generated spreadsheets used by nursing management for statistical purposes on employee performance. I have working knowledge of Medicare Payment Policy, Medicaid Payment Policy and Insurance



Payment Policy. I attended workshops on Medicare in Health Care and Insurance Collection Education.

Texas Department of Human Services; Weslaco, Texas 78596

July 1997-July 2003

Texas Works Advisor III

My primary duties consisted of determining and re-determining eligibility for Food Stamps, TANF, Medicaid and/or medical services for aged and disabled individuals. I interviewed clients or authorized representative(s) to gather information to determine eligibility for benefits. I made referrals and established contacts with other agency programs, state agencies, and outside community resources. I was responsible for processing changes to client status, overpayments and adjusted and restored benefits as necessary. I communicated with others both internally and externally to provide exchanges, verify information, answer inquiries, address issues, and resolve problems/complaints. Programs and services were continuously explained, as well as agency policies. During some skeleton crew holidays was lead worker, and supervised other workers and clerical staff. I was a member of the local office procedures committee, comprised of worker and supervisory staff. As a member, I was responsible for assisting in the revision of local office procedures, as well as overseeing the continued development and implementation. I produced, proofread, edited, and submitted final copy to all staff members. I consistently had a 100% timeliness rate both at cutoff period and the end of the month. I participated in work measurement studies and was selected to attend annual worker conference in 2002.

Skills:

- Microsoft Office; Excel, PowerPoint
- Typing 65-75wpm
- General Office Skills
- Meridian Switchboard; Telephone Techniques
- Ten Key by touch

Activities:

- Volunteer for various AT&T projects (Tour de Cure, Summer Concert Series)
- American Cancer Society Volunteer:





- Relay for Life Caregiver Committee Chair; Susan G. Komen Race for the Cure
- Autism Awareness Volunteer
- Alamo City Pioneers Volunteer
- San Antonio Food Bank Volunteer

References:

Traci Potter
Area Manager, Customer Information Services
AT&T
903-531-3210

Mary Ragsdale
Manager, Customer Information Services
AT&T
903-531-3206

Daniel C. Kemp
Systems, Technical Support

IBM Corporation
512-296-9620





**TERESA FEENEY
AT&T RELAY SERVICES
AREA MANAGER**

Phone: (631) 424-4330 (Office) Email: tfeeney@att.com

SUMMARY OF QUALIFICATIONS

- Strong management, project management, account management, quality consultant and facilitation skills.
- Strong skills in Human Resources and Labor relations.
- Large team management in a federally mandated and regulated service environment.
- Excellent oral and written communication skills, proposal response preparation and submittal
- Ability to work with teams and individuals in challenging project-based assignments

EXPERIENCE

**AT&T, Call Servicing - New York
1982 to Present**

**Performance Systems & Measurements – TRS
1999 to Present**

Process Management and Call Center Management

Call Center management for federally mandated service. Manager of TRS National Staff Support Team responsible for collecting process-level performance measures, performance management oversight, methods and training delivery process and customer care process support for the TRS organization supporting 500 employees and serving national and state-based contracts. FCC report preparation. Account Management for State Clients, Call Center Management.

- Manager of the Virginia Relay Center, Norton, VA for 107 associates and three managers.





- Managed the New Jersey Relay Center, Trenton, NJ. Center Management for 47 associates and two managers. Responsibility for contract, financial, service and HR processes and compliance.
- Oversight and development of service quality metrics, identification of performance improvement activities for the organization.
- Oversight of TRS Performance Management plan
- Analysis of customer care data for process improvement.
- Oversight and coordination of TRS CA training and development.

**Business Effectiveness Team – Call Servicing
1992 - 1999**

Project Management, Organization Design, Process Management and Quality Support

Provided consultative, organization-wide communication and organizational design support to Call Servicing National Leadership Team. Member of Business Effectiveness Process team, providing consultation and project management to Call Servicing Teams.

- Developed one-day communication workshop for Vice President sharing new corporate strategy and key business initiatives for the Call Servicing management team. Coordination of scheduling, travel and logistics for workshop, including facilitation of quarterly management meetings (220 managers)
- Consultation and support to national team developing new performance management plan for occupational associates in Call Servicing.
- Development of national performance measurements for Call Servicing organization. Negotiated objectives and goals for varied service offerings.
- Management of five internal process metrics for three service channels with annual budget of \$175K. Improved vendor relationship, data quality and reduced costs.
- Administration of national customer satisfaction studies with annual budget of \$400K. Improved supplier quality and lowered costs by \$40K.
- Negotiated vendor contracts for new and existing projects.
- Member of Vice President's Customer Relations Staff. Implemented new process for administration and resolution of high-level customer appeals.





- Diversity Facilitator for AT&T/CCS Business Unit (30 member team).

Methods and Training Management 1990 – 1992

Member of region staff team, responsible for accurate application of Operator Services methods and procedures for six New York City offices (1,000 employees). Subject matter expert for employees on methods and training issues.

- Consulted with and facilitated area/region training and quality problem solving teams which resulted in improved service delivery processes and more effective communication.
- Implemented regional Executive Customer Appeals process. Led team of managers responsible for responding to customer complaints. Set quality standards for regional complaint handling; point of contact for managers on complaint issues. Improved regional quality and response time for customer complaints.

Team Management 1986 - 1990

Coached and developed performance of team of 40-45 employees in Operator Services offices serving the New York City area.

- Administered and directed Personnel, Human Resources, Labor Relations activities within the office.
- Implemented Team Centered Management concept with the office resulting in increased motivation and productivity from employees.
- Facilitated workshop on voice quality to improve customer service.

EDUCATION

Bachelor of Arts, State University College at Potsdam, NY. Political Science and History Major.





PROFESSIONAL DEVELOPMENT & RECOGNITION

Numerous recognition awards and professional coursework throughout career. Corporate development programs focused on Leadership, Team development, Conflict Management.





Matthew J. Myrick

5405 Tuckerman Lane, Apt 657 North Bethesda, Maryland 20852

Mobile: (804) 283-5328 - Email: Myrickus44@gmail.com

Summary

Professional and results-driven individual with extensive experience in management. Fluent in American Sign Language (ASL) with industry wide experience in working with the hearing and speech loss communities. Skilled in developing and executing delivery of training. Experienced in relay contract management and building long-term client/user relationships. Fluent in use of Presentations, Microsoft Office programs and Apple programs.

Professional Experience

AT&T Consumer Services (CIS)

Channel Manager - Virginia Relay- Vienna, Virginia

March 2004-Present

- Ensuring compliance with Virginia relay contract.
- Working with and responding to inquiries from the staff at the Virginia State Corporation Commission.
- Develop and execute specialty training and educate 105 communication assistants and center managers.
- Represent at National and State-wide conferences, community programs, forums and workshops.
- Develop Virginia's "Commonwealth Caller" bi-annual newsletter for the VA Relay consumers and business partners.
- Ability to establish, prioritize, work independently (Virtual Office) and proficient at handling multiple task.
- Responsible for managing monthly expenditures of corporate procurement and credit cards
- Ability to work with diverse consumers, ethnicity, audiences and environments.





- Affiliate/educate consumers to stay abreast of new services and technology, traditional relay, videophones, internet, wireless relay and world wide web.
- Review consumer complaints/commendation and resolve them one by one providing excellent customer service.
- Developing and implementing a detailed outreach plan to ensure information and education are available to all user communities.
- Establishing and maintaining an effective working relationship as a liaison of the Virginia Relay Advisory Council and the members of the Virginia Telecommunications Relay Service user community.
- Vendor management of a \$250,000 (per calendar year) for outreach and marketing program.
- Develop and Incorporate new and existing relationships to educate Businesses, for instance, Better Business Bureaus, Chamber of Commerce, Government affiliations, schools and colleges, large and small businesses about our Virginia Relay services. The relay partner program has dramatically increased by more than 200% over 4-years.
- Affiliate and work with Virginia DOE and VDDHH in developing a new “Kids Keeping in Touch” curriculum designed for 1070 elementary school teachers for students in grades 3-5 throughout the Commonwealth of Virginia. Purpose of the program is to promote more awareness among hearing loss, relay technology, etiquettes to hearing loss and hearing students. Program launched 2008/09 and to date we have disseminated over 600 curriculums for deaf and hard of hearing teachers.
- Travel 35%-45%

Gallaudet University

Office of Admissions- Prospect Recruiter - Washington, DC

2001- 2003

- Recruited in 34 mid-Western & Western states and 4 Provinces of Canada.
- Recruited and met with several thousand of prospective students during my two-year tenure.





- Organized recruiting methods, travel plans, itineraries and searched for new prospective students from schools for the deaf and mainstream programs all across my designated regions.
- Responsible for expenditures and organized monthly travel expenses.
- Met and Interviewed prospective students and educating them.
- Reported all prospective visits, site visitation reports to the director of Admissions office and coordinator of recruitment.
- Represented Gallaudet University at National Academic Bowl events
- Recruited 35% of the Top High School Students program.
- Traveled 85%- 90%

Interests & Awards:

- Virginia Board of Hearing Aid Specialist – Richmond, Virginia Hearing Aid User 2005-2009
- Responsibilities as a board member include reviewing state laws, reviewing candidates obtaining licensees, qualifications with board members for Audiologist in Virginia. As a member of the board I disseminate new information pertaining to relay services.
- **Nominated for 2008 Oticon-People Award** Medical College of Virginia /Virginia Commonwealth University (VCU) – Richmond, Virginia Department of Audiology & Otolaryngology 2008

Education

Gallaudet University & Consortium Programs - Washington, DC

Bachelor or Art in Human Biology

1994 - 2001





Chuck Hafferman
20 Fish Hill Road
Tannersville, PA 18372
(570) 629-6671 (home)
(610) 398-6417 (office)

SUMMARY:

Operations leader with a strong record of achievement in customer service and human resources. Recognized for ability to achieve results through the development and implementation of effective business solutions that promote organizational effectiveness. Proven ability to add value to an organization through leadership, collaboration, and innovation. Also possess a strong working knowledge of PC applications.

PROFESSIONAL EXPERIENCE

AT&T

Area Manager/Call Center Director –New Castle and Scranton PA - 11/98 to Present

- Provide leadership and operational support in achieving challenging financial, customer service, and employee satisfaction objectives for two geographically dispersed call centers of 300+ occupational associates, and up to 18 managers providing directory assistance and telecommunications relay services.
- Effectively collaborate with other members of the organization's leadership teams in the achievement of key goals and objectives.
- Proactively establish and manage positive business relationships with two unions. Interface on matters of contract compliance as well as negotiating innovative contractual addendums.

University of Scranton

Adjunct Professor – Health and Human Resources Administration, Scranton PA – Summer II Term, July 2000

- Designed and taught a labor relations course at the graduate level. Developed student knowledge and experience through presentations and simulation exercises





(e.g., grievance process) that educated and prepared the learner in all key areas of labor relations.

HR Generalist, Basking Ridge and Bernardsville NJ - 1995 to 11/98

- Designed, implemented, and administered associate recognition programs that promoted and reinforced the achievement of financial, customer service, and employee satisfaction business objectives and organizational initiatives.
- Collaborated in the development and administration of employee satisfaction surveys for business partners' organizations. Analyzed organizational results and comments, and provided recommendations that improved opportunity areas.
- Secured best quality, least cost recognition program materials by capitalizing on previous corporate investments and win-win negotiations with vendors.

Career Consultant, Bernardsville NJ – 1997 and 1994 - 1995

- Supported the career needs of entry level through middle managers impacted by organizational downsizing. Motivated clients through collaborative development of career strategies, resumes, and interviewing techniques
- Facilitated the placement of clients through formal and informal networking that identified job opportunities. Identified available resources internal and external to the corporation that support external job searches

Task Force Representative, AT&T, Parsippany NJ - 1993 - 1994

- As an organization's HR representative, collaborated with members of a cross-functional team that developed cost reduction strategies and solutions that led to a \$120 million dollar annualized savings for the organization.
- Acquired the support of the leadership of the organization and their union partners for proposed re- configurations through presentation of proposals that comprehensively outlined the cost-benefits.

EDUCATION

MS Degree in Human Resources Administration with Areas of Specialization in Organizational Leadership and Human Resources Development, University of Scranton, Scranton PA

BA Degree in Education, Carroll College, Helena MT





COMMUNITY RELATIONS

Advisor to the PA PUC TRS Advisory Board.

Past member of the board of directors for Junior Achievement of Northeast Pennsylvania.





THOMAS M. WALSH

3901 Angora Place

404-320-8714(office)

Duluth, GA 30096

770-729-1504 (home)

PROFESSIONAL OBJECTIVE

A Management/Leadership position: Utilizing my organizational, analytical, coaching and leadership skills, to enhance my ability to proficiently accomplish measurable objectives (Financial/Cust. Sat. /Employee Sat.)

PROFESSIONAL EXPERIENCE

DUAL OPERATIONS AREA MANAGER,

AT&T CTRC/OMC 2003 to 2007; Augusta Relay/OMC 2007 to 2009; Augusta Relay/Michigan Relay 2009 to Present

Responsible for managing cross-site work Teams/Centers, with two varied responsibilities. Atlanta OMC responsibilities include: all aspects of Force Mgmt for all (9) Call Servicing Services, including volume forecasts, capacity planning, long/short range planning, meeting PUC/FCC and Financial targets. Supporting over 1800 Mgmt and Occupational employees processing over 69M calls annually with a \$120M budget. Multi-tasking by fulfilling Operation Area Manager responsibilities of Call Centers, collecting, organizing and analyzing an array of data to achieve a balance of Cust. Service and financial objectives, improving efficiencies and satisfaction results, while partnering with Union Leadership.

OPERATIONS MANAGER,

AT&T CTRC, Conyers Georgia, 2000 to 2003

Manage Trouble Reporting Repair Center operation. Collaborate and lead cross-functional teams to resolve residential LD repair issues. Led organizational change, driving millions of dollars of cost out of the business while improving unit cost, customer service and employee satisfaction. Partner with Product Mgmt. and Network Services, implementing process improvements to meet changing demands. Responsible for





guiding, coaching and developing a team of 1st Level Managers improving effectiveness and efficiencies.

CENTER MANAGER,

AT&T TRS, Norcross, Georgia, 1998 to 2000

Provide support to three Relay Centers in the States of AL, GA and TN. Responsible and accountable for providing high quality customer service, while meeting financial regulatory targets. Creating an environment that fosters individual/team growth, and a climate conducive to all employees being valued. Directed, coached and supported team of 1st Level Mgrs, networking and partnering with National TRS Team, Account Mgmt, local Unions, State Officials and Labor Relations.

OPERATIONS SUPERVISOR,

AT&T OSPS/INFO. SERVICES, Smyrna, Georgia, 1994 to 1998

Energetic and instrumental member of the Information Services (IS) Support Team, successfully formulated and implemented the new AT&T IS Product. Built an alliance with IS Leadership and Center Mgmt. Teams, Product Mgmt, External Vendor, Network and Tech Support, enabling IS to transform from an upstart service to a multi-product thriving business. Collaborate and interface with diverse colleagues, establishing relationships and processes. Improved financial results, scheduling efficiencies and Customer Satisfaction, while applying expertise in Call Center Management, increasing the effectiveness of the organization. Primarily responsible for the financial aspects of the business, focusing on budget preparation and analysis/action planning pertaining to financial results, and training and assisting employees on Expense Budget, FMR and In-Charge.

OPR/SERVICE ASSISTANT/GROUP/ MANAGER,

New York Tele/AT&T, Maryland/NY, 1982 to 1994

Responsible and accountable for the delivery of Operator Services as defined by client contracts, in a team centered environment. Created and supported an environment for individual and team growth, through coaching, developing and motivating employees, delegating accountability, responsibility and ownership to the lowest level.





EDUCATION and TRAINING

Suffolk Community College, Selden, New York. Accounting

Corporate Training Classes including: Conflict Resolution, Facilitation Workshop, How to Build/Lead your Team, Manager as a Coach, Self Managing Work Teams, Project Mgmt., Weekly/Daily Force Planning, Labor Relations, Change Mgmt Workshop, Equality, Diversity Workshop, Managing People and Perform, Force Concepts/Strategies, IEX Totalview, AT&T Horizons Program.





4.1.12 The name, address, and telephone number of the company's point of contact for a contract resulting from this RFP.

AT&T Response

AT&T has read and meets this requirement.

The point of contact for the TRS contract is:

Sidney Minnick
311 S. Akard St., Room 21-10
Dallas, TX 75202
(Office) 214-464-6858
(Cell) 214-534-2591





4.2 INSURANCE

Each bidder shall explain in writing its approach, procedures, and plan to meet the insurance requirements below.

4.2.1 The TRS Provider must provide insurance.

AT&T Response

AT&T has read and meets this requirement.

Insurance coverage will be provided during the term of the contract. Upon award of the contract, we will provide the PSC with a Certificate of Insurance.

4.2.2. REQUIRED POLICIES

The TRS Provider shall maintain (i) workers compensation insurance in accordance with statutory limits; (ii) a general liability insurance policy with limits of at least the value of the contract; (iii) an employer's liability policy; and (iv) an umbrella policy providing coverage at least as extensive as the underlying policies.

AT&T Response

AT&T has read and meets this requirement.

Upon award of the contract, we will provide the PSC with a certificate of Insurance with coverages specified above.





4.2.3. REQUIRED ENDORSEMENTS

All policies required hereunder must show the bidder as the certificate holder and must contain language requiring a sixty (60) day prior notification directly to the Commission.

All insurance policies shall be issued by insurers licensed to do business in the District of Columbia and any insuring company is required to have a minimum rating of an A-Class C in Best's Key Rating Guide published by A.M. Best and Company, Inc.

AT&T Response

AT&T has read and will comply with this requirement.





4.3 REFERENCES

Each bidder shall explain in writing its approach, procedures, and plan to meet the reference requirement below.

The bidder must provide the names and contact information of at least three (3) customer references from similar projects performed for private, state and/or large local government clients within the last five years.

AT&T Response

AT&T has read and meets this requirement.

AT&T either provided or currently provides relay services in several states. We've provided references from State Administrators for the Commonwealth of Virginia, the Commonwealth of Pennsylvania and for the State of Maryland. Each reference is from a highly-respected State Administrator who is a member of and active in the National Association for State Relay Administration organization and has years of experience with relay issues and the relay community.

Detailed contact information for each of our references is as follows:

- We provided Relay Service to the State of Maryland from June 1, 2002 through May 31, 2007.

Ms. Brenda Kelly-Frey
Director Maryland Relay Service
State of Maryland - Department of Budget and Management
301 W. Preston Street, Suite 1008A
Baltimore, MD 21201
Phone: (410) 767-5891
Email: frey@dbm.state.md.us





- We currently provide Relay Service for the State of Virginia primarily from our call center in Norton, Virginia.

Mr. Clayton Bowen
Business Manager
Virginia Dept Deaf and Hard of Hearing
1602 Rolling Hills Drive, #203
Richmond, VA 23229-5012
Phone: (804) 662-9704
Email: clayton.bowen@vddhh.virginia.gov

- We presently provide Relay Service for the State of Pennsylvania primarily from our call center in New Castle, Pennsylvania.

Mr. Eric Jeschke, Analyst
Pennsylvania Public Utility Commission
Bureau of Fixed Utility Services
Telecommunications Group
P.O. Box 3265
Harrisburg, PA 17105-3265
Voice (717) 783-3850
ejeschke@state.pa.us
FAX (717) 787-4750





4.4 CONFLICT OF INTEREST

Each bidder shall explain in writing its approach, procedures, and plan to meet the requirement below.

The TRS Provider shall not enter into any partnership agreement or contract with any person or organization that could be construed as a conflict of interest for the provision of TRS in the District of Columbia. The TRS Provider will inform the DCUSTF Administrator of any relationship that it becomes aware of or that develops during the term of the contract that may be interpreted as a conflict of interest.

AT&T Response

AT&T has read and understands this requirement.

We are not planning to subcontract any work and will utilize our own internal team of Relay experts to provision, deploy and administer Relay service for Washington, DC. Therefore, we do not envision entering into any partnership agreements or contracts with any person, organization or business that may be construed as a conflict of interest.

We will notify the DCUSTF Administrator if we become aware of or develop a relationship that may be interpreted as a conflict of interest.





4.5 CERTIFIED BUSINESS ENTERPRISE (CBE)

Under the provisions of the Small Local and Disadvantaged Business Enterprise Development and Assistance Amendment Act of 2005, preference shall be given to individuals and firms that are certified by the Department of Small and Local Business Development (DSLBD) as having resident business ownership, being a Local Business Enterprise, being a Disadvantaged Business Enterprise, or as operating in an Enterprise Zone. To take advantage of this preference, a copy of the certification acknowledgment letter must be submitted with the individual or firm's submission.

In accordance with this law, the following preferences shall be awarded in evaluating a Respondent's proposal:

- Three points shall be awarded if the individual or firm is certified as a small business enterprise;
- Five points shall be awarded if the individual or firm is certified as resident-owned business;
- Ten points shall be awarded if the individual or firm is certified as a longtime resident business;
- Two points shall be awarded if the individual or firm is certified as a local business enterprise;
- Two points shall be awarded if the individual or firm is certified as a local business enterprise with its principal office located in an enterprise zone; and
- Two points shall be awarded if the individual or firm is certified as a disadvantaged business enterprise.

A Certified Business Enterprise (CBE) shall be entitled to any or all of the preferences provided in this section, but in no case shall a CBE be entitled to a preference of more than 12 points or a reduction in price of more than 12 percent.

Information: For information regarding the application process, contact the DSLBD at the following address or telephone number:





Department of Small and Local Business Development
Government of the District of Columbia
One Judiciary Square
441 4th Street, N.W., 9th Floor, Suite 970 N
Washington, D.C. 20001

(202) 727 3900 (Telephone Number)

(202) 724 3786 (Facsimile Number)

Any individual or firm with Local Business Enterprise or Disadvantaged Business Enterprise certification as its joint venture or constituent entity, shall be entitled to the applicable preference points provided for in the Small, Local, and Disadvantaged Business Enterprise Development and Assistance Act, Part D, Subpart 2, Sec. 2343 in direct proportion to the percentage of the effort to be performed by the Local Business Enterprise or Disadvantaged Business Enterprise. A copy of the certification acknowledgment letter must be submitted with the Respondent's proposal.

AT&T Response

AT&T has read and understands this requirement.

AT&T is not a Certified Business Enterprise.





5. SUBCONTRACTING

- 5.1 If the bidder desires to subcontract any part of the contracted services to a subcontractor, the bidder shall identify the specific subcontractor and the specific requirements of this RFP that the proposed subcontractor will perform.
- 5.5.2 The bidder shall provide the same company information for any proposed subcontractor as requested in the Company Information section.
- 5.5.3 The bidder shall provide three (3) references for each subcontractor.
- 5.5.3 The bidder shall provide insurance information for each subcontractor before any work is performed.
- 5.5.4 The bidder shall explain in writing how it will ensure that each subcontractor complies with the Conflict of Interest requirement above.
- 5.5.5 If the TRS Provider intends to use a subcontractor during the term of the contract that has not been identified in its response to the RFP, the TRS Provider shall inform the DCUSTF Administrator and receive approval from the Commission prior to entering into a subcontractor relationship.
- 5.5.6 The fact that delay resulted from a subcontractor's conduct, negligence, or failure to perform shall not excuse the TRS Provider from the liquidated damages provisions of this contract.

AT&T Response

AT&T has read and understands this requirement.

We don't have any plans for using subcontractors in the provision of TRS for Washington, DC. Should that change, we would notify the DCUSTF Administrator for approval prior to entering into a subcontractor relationship.





6. COST/PRICING

- 6.1 Basic Cost - The bidder shall submit a fixed rate per session minute covering the first year of the contract for the services identified in the Scope of Work section. A separate rate per minute also covering Outreach shall be provided as well.

AT&T Response

AT&T has read and meets this requirement.

We have included a price proposal for the first year of the contract, as well as a separate price proposal that includes Outreach.

Please see our Pricing Proposal in Appendix 4 in the Appendices section of the proposal.

- 6.2 The bidder shall provide a fixed rate per session minute covering the two one-year extensions of the contract that the Commission may opt to exercise. The fixed rate per session minute shall be submitted for the services identified in the Scope of Work section. A separate rate per minute also covering Outreach shall be provided as well.

AT&T Response

AT&T has read and meets this requirement.

We have included a price proposal for each of the two one-year extension periods, as well as a separate price proposals for each of the two one-year extension periods that include Outreach.

Please see our Pricing Proposal in Appendix 4 in the Appendices section of the proposal.





- 6.3 The bidder's proposal must clearly identify any charges for unbillable and uncollectible calls and must provide sufficient information to evaluate whether any such charges are reasonable.

AT&T Response

AT&T has read and will comply with this requirement.

We will not bill Washington, DC Relay for any unbillable or uncollectible calls.

- 6.4 The bidder's proposal shall discuss its detailed plan for implementing TRS in the District of Columbia by July 13, 2011. The plan must describe how the transition from the existing TRS Provider to the new company will be accomplished. The plan must include procedures for adequate advertising to notify and educate relay users about the change and include a timeline with set dates for major steps in the implementation process from contract award date to start date.

AT&T Response

AT&T has read and meets this requirement.

Please see the following timeline which describes critical areas for implementation following award of the contract and through the requested in-service date of July 13, 2011. AT&T is the most experienced relay provider in the industry and we have successfully transitioned contracts to providers and from provider for over 23 years. Recently, we successfully transitioned the California Relay Service from three providers to two providers along with more than 25 toll free numbers and several thousands customer profiles. The service was transitioned on time and as scheduled with no interruption in service. Upon award of the Washington, DC contract, we will immediately assign an experienced project manager who will ensure a timely and successful transition of service.





Washington, DC Telecommunications Relay Service High Level Implementation Timeline	
DATE	TASK
Jul 1, 2011	Contract is awarded to AT&T.
Jul 1, 2011	Begin RESPORG process to move 8YY numbers from incumbent provider to AT&T
Jul 5, 2011	AT&T internal Relay Project Team is assigned and project kick-off started. Submit Performance Bond; Certificate of Insurance.
Jul 5, 2011	Establish Washington, DC IT Team.
Jul 5, 2011	Begin technical/operations implementation plan meetings.
Jul 5, 2011	IT team completes deconstruction of RFP for business and technical requirements.
Jul 5, 2011	Technical Project Manager assigned.
Jul 6, 2011	Develop customer notification piece and brochure.
Jul 7, 2011	Work intake: Feature Development → Identify work → Estimate work → Schedule work Network Development → Identify work → Estimate work → Schedule work Reports Development → Identify work → Estimate work → Schedule work
Jul 7, 2011	Project Plan released and fully funded.
Jul 8, 2011	Contract finalized and signed by all parties.
Jul 8, 2011	Distribute customer notification letter and brochure to relay users and update relay web pages.
Jul 8, 2011	Solution baselined.





Washington, DC Telecommunications Relay Service High Level Implementation Timeline	
Jul 8, 2011	Requirements baselined.
Jul 8, 2011	Release commitment.
Jul 11, 2011	Design complete.
Jul 11, 2011	Development complete – Features and Network.
Jul 11, 2011	Feature and Network Unit testing and Regression testing complete.
Jul 11, 2011	UAT (User Acceptance Test) pilot roll-out.
Jul 11, 2011	Production installations complete – all hardware and software.
Jul 12, 2011	ORT (Operational Readiness Testing) complete.
Jul 13, 2011	Live cutover.

6.5 The bidder’s pricing must be firm and include prices for all mandatory services. No estimates or contingencies are allowed. All prices submitted in response to the RFP will be considered the company’s best offer.

AT&T Response

AT&T has read and understands this requirement.

Our Pricing Proposal is firm and includes all mandatory services.





7. INSTRUCTIONS FOR SUBMISSION OF RESPONSE TO THE RFP

7.1 All questions and/or comments regarding this RFP must be received in writing by e-mail as follows:

Questions must reference PSC-11-04 - Request for Proposal to Provide Telecommunications Relay Service (TRS) in Washington, DC and be addressed to:

Jesse P. Clay, Jr.
Deputy Executive Director for Administrative Matters
District of Columbia Public Service Commission
1333 H Street, NW, 2nd Floor, West Tower
Washington, D.C. 20005
Email: jclay@psc.dc.gov

The deadline for submitting questions is May 30, 2011 by 2:00 p.m. EDT. All questions and/or comments will be addressed in writing and responses mailed, faxed or e-mailed to prospective vendors on or about June 3, 2011 by 4:00 p.m. EDT. Please provide company name, address, phone number, fax number, e-mail address, and contact person when submitting questions.

In order to assist bidders, the requirements for a D.C Relay Outreach Plan, usage information, and a sample Consumer Service Report are included in Attachment C.

AT&T Response

AT&T has read and understands this section.

7.2 RFP Timeline – These dates represent a tentative schedule of events. The Commission reserves the right to modify these dates at any time with appropriate notice to prospective companies.





Publish RFP on the Commission website	5/20/11
RFP questions from bidders due to the Commission	5/30/11
Responses to questions posted on the Commission's website	6/03/11
Deadline for submission of proposals	6/20/11
Selection approved by Commission	6/24/11
Contract negotiations	6/29/11
Contract award	7/01/11
Commencement of Services	7/01/11

AT&T Response

AT&T has read and understands this section with the clarification that the date for Commencement of Services is July 13, 2011.

7.3 Companies shall submit one (1) original proposal and three (3) copies to:

Jesse P. Clay, Jr.
Deputy Executive Director for Administrative Matters
DC Public Service Commission
1333 H Street, NW, 2nd Floor, West Tower
Washington, DC 20005

AT&T Response

AT&T has read and understands this section.

7.4 The Commission must receive proposals no later than 4:00 p.m. EDT on Monday, June 20, 2011. Proposals that do not arrive by the proposal opening





time and date will not be accepted. Companies may submit their proposals any time prior to the above stated deadline.

AT&T Response

AT&T has read and understands this section.

7.5 The Commission will not consider any proposals that are sent by facsimile, e-mail, or telephone.

AT&T Response

AT&T has read and complies with this section.

7.6 For ease of evaluation, proposals must be presented in the following format. Exceptions to this format will be considered during the evaluation process and may reflect negatively on the company's score.

AT&T Response

AT&T has read and complies with this section.

7.7 Transmittal Letter – A transmittal letter prepared on the company's business stationery must accompany each proposal. An individual authorized to bind the company to all statements contained in the proposal, including those related to services to be provided and prices, must sign the letter. No price information shall be discussed in the letter.

AT&T Response

AT&T has read and understands this section.

Our Transmittal Letter was prepared on official company letterhead, and it has been signed by our authorized representative.





7.7.1 Proposals must begin with a table of contents, be organized consistent with the sections and subsections of this RFP, and have divider tabs for each section.

AT&T Response

AT&T has read and complies with this section.

7.7.2 The entire response must be submitted in no less than 12-point font.

AT&T Response

AT&T has read and complies with this section.

7.8 If complete responses cannot be provided without referencing supporting documentation, such documentation must be provided with the proposal and specific references should be made to the tab, page, section and/or paragraph where the supplemental information can be found.

AT&T Response

AT&T has read and understands this section.

Throughout our proposal, we have referenced the Appendices section of the proposal, where appropriate.

7.9 Proposals are to be prepared in such a way as to provide a straightforward, concise delineation of capabilities to satisfy the requirements of this RFP.

AT&T Response

AT&T has read and understands this section.





- 7.10 Descriptions of how any and all equipment and/or services will be used to meet the requirements of this RFP shall be given in detail, along with any appropriately marked information documents.

AT&T Response

AT&T has read and understands this section.

Responses to each section of our proposal include details on meeting the requirements as appropriate.





8. EVALUATION CRITERIA

8.1 The Commission will evaluate and score each proposal based upon the following four areas, listed by priority order:

- 8.1.1 System, Operations and Service Quality
 - Mandatory Requirements
 - Technology
 - Operational Protocol, Skills, Training, and Standards
 - Call Services Specifications
 - Company Background, Insurance, and Subcontractors
- 8.1.1.1 Cost/Price
- 8.1.1.2 References
- 8.1.1.3 Certified Business Enterprise (CBE)

AT&T Response

AT&T has read and understands this section.

8.2 System, Operations, and Service Quality Rating System: The System, Operations and Service Quality area, as outlined in Section 3, “Scope of Work,” Section 4, “Company Background, Insurance, References, and Conflict of Interest,” and Section 5, “Subcontracting,” is comprised of five specific factors, and points associated with the “CBE factor” Section 4 provides for a total point score of 182 points. These factors, with their associated maximum point scores, are outlined below:

- Mandatory Requirements 40 points
- Technology 40 points
- Operational Protocol, Skills, Training, & Standards 40 points
- Call Services Specifications 30 points
- Company Background, Insurance, Conflict of Interest, and Subcontractors 20 points

AT&T Response

AT&T has read and understands this section.





- 8.3 Cost/Price Rating System: The Cost/Price area, as outlined in Section 5, “Cost/Pricing,” will not be given a specific score. However it will be carefully considered in performing an integrated assessment of the proposals leading to selection of the best value bidder.

AT&T Response

AT&T has read and understands this section.

- 8.4 References Rating System: The References area, as outlined in Section 4, “Company Background and References,” will have a total point score of 30 points.

AT&T Response

AT&T has read and understands this section.

- 8.5 Certified Business Enterprise 12 points

Pursuant to the provisions of the Small, Local and Disadvantaged Business Enterprise Development and Assistance Act of 2005, (D.C. Official Code § 2-218.01 et seq.) a maximum of 12 points may be awarded to Respondents who meet the Act’s definition(s) of Small, Local and Disadvantaged Business Enterprises. The award of preference points will be made as follows in accordance with the Law: 1) local business enterprises receive four participation points; 2) disadvantaged businesses receive three participation points; 3) businesses with resident ownership receive three participation points; and, 4) businesses located in enterprise zones receive two participation points. No business shall be permitted to receive preference points unless the enterprise has been issued a certificate of registration under the provisions of this law.

AT&T Response

AT&T has read and understands this section.





- 8.6 Reference checks will not be limited to specific customer references, but may include other relay and state officials, consumers, and organizations serving people with disabilities.

AT&T Response

AT&T has read and understands this section.

- 8.7 The Commission reserves the right to make test calls.

AT&T Response

AT&T has read and understands this section.

- 8.8 The Commission will evaluate each proposal based on the requirements in this RFP. The company must acknowledge and agree to perform all RFP requirements and meet all performance standards.

AT&T Response

AT&T has read and meets this requirement.

We acknowledge and agree to perform all RFP requirements stated and meet all performance standards.

- 8.9 When the Commission renders its final decision on the selection of a TRS Provider, the award will be posted on the following website: www.dcpssc.org.

To Locate Information on the District of Columbia's PSC website:

1. Go to the District of Columbia PSC's home page <http://www.dcpssc.org>
2. Click on "Requests..." (located on left side of page).
3. Click on "Requests for Proposals."





4. Click on “Contract Awards.”
5. Scroll down list and click on desired award to receive details.

AT&T Response

AT&T has read and understands this section.

- 8.10 Any award is contingent upon the successful negotiation of final contract terms and upon approval of the Commission. Negotiations will be confidential and not subject to disclosure to competing companies, unless and until an agreement to do so is reached. If contract negotiations cannot be concluded, the Commission may negotiate a contract with the next highest scoring company or withdraw the RFP.

AT&T Response

AT&T has read and understands this section.





9. TERMS, CONDITIONS, AND EXCEPTIONS

- 9.1 The DCUSTF Administrator will monitor performance following the contract award for customer service, timeliness, quality, technology, flexibility, and pricing.

AT&T Response

AT&T has read and understands this section.

- 9.2 The Commission reserves the right to alter, amend, or modify any provisions of the RFP, or to withdraw this RFP at any time prior to the award of a contract, if it is in the best interest of the District of Columbia to do so.

AT&T Response

AT&T has read and understands this section.

- 9.3 The Commission reserves the right to reject any and all proposals received prior to contract award.

AT&T Response

AT&T has read and understands this section.

- 9.4 The Commission will award the contract to the bidder whose proposal conforms to the solicitation and is most advantageous to the District of Columbia, taking into consideration cost and other criteria set forth in this document, and based upon the specified evaluation criteria.

In evaluating and selecting bidders for award, the Commission may award the contract to a higher-rated, higher-priced TRS Provider when the offer is





consistent with the evaluation criteria set forth and the Commission determines that any added benefits are worth the price premium. While the Commission will strive to exercise maximum objectivity, the source selection process, by its very nature, is subjective and professional judgment is implicit and necessary.

Proposals that appear unrealistic in terms of technical commitments, reflect a lack of technical competence, or are indicative of failure to comprehend the complexity and risk of this contract may be rejected.

AT&T Response

AT&T has read and understands this section.

- 9.5 Proposals may be withdrawn by written or facsimile notice received prior to the proposal closing date and time.

AT&T Response

AT&T has read and understands this section.

- 9.6 Prices offered by companies are irrevocable offers for the term of the contract and any contract extensions. The selected company agrees to provide the purchased services at the costs, rates, and fees set forth in its proposal in response to this RFP. No other costs, rates, or fees will be payable to the selected company for implementation of its proposal.

AT&T Response

AT&T has read and understands this section.

- 9.7 Neither the DCUSTF Administrator nor the Commission is liable for any costs incurred by companies prior to entering into a formal contract. Costs of developing the proposal, or any other such expenses incurred by the company





in responding to the RFP, are entirely the responsibility of the bidder. Neither the DCUSTF Administrator nor the Commission shall reimburse companies for such costs. All submitted proposals become the property of the Commission.

AT&T Response

AT&T has read and understands this section.

- 9.8 All proposals must identify any subcontractors and outline the contractual relationship between the bidder and each subcontractor. An authorized individual of each proposed subcontractor must sign a statement that the subcontractor has read and agrees to abide by the bidder's obligations.

Any such statements shall be included as part of the bidder's proposal.

AT&T Response

AT&T has read and understands this section.

- 9.9 The TRS Provider will have the sole responsibility for the contract. The TRS Provider will be responsible for the non-performance of any or all subcontractors.

AT&T Response

AT&T has read and understands this section.

- 9.10 Additional "Terms, Conditions, and Exceptions" are located in Attachment A,

AT&T Response

AT&T has read and understands this section pertains to Chapter 22 – Procurement Regulations.





ATTACHMENT A

Public Service Commission of the District of Columbia's Procurement regulations – 15 DCMR § 2200 et. seq. (2000). go to www.dcpssc.org (homepage), click on the Contracting and Procurement button, click on Requests for Proposals, and click on the RFP for Case No. 988.

AT&T Response

AT&T has read and understands this section pertains to 15 DCMR Chapter 22 – Procurement Regulations.

We have reviewed the Procurement Regulations and understand the provisions.





ATTACHMENT B - Disclosure Statement

The following individuals will perform the work described in this proposal:

Chuck Hafferman	Ruben Mendoza
Marrgie Burger	Norma Ramirez
Shirley Germani	Greg Smith
Janet Sheperd	Sid Minnick
Tom Walsh	Gail Sanchez
Wendy Harpe	Burt Bossi
Lynn Holly	Ken Green
Luis Pacheco	Dave Claus
Dena Whitaker	Wayne Hoang
Terry Feeney	Matt Myrick
Brenda Neely	Rhonda Salyer

Please indicate, to the best of your knowledge, if any of these individuals is related to or has worked for the following individuals in the past five (5) years:

Chairman Betty Ann Kane

Commissioner Richard E. Morgan

Commissioner Lori Murphy Lee

AT&T Response

AT&T has read and meets this requirement. We have solicited the employees listed above and no one is related to, or has worked for Chairman Kane or Commissioners Morgan and Lee in the last five (5) years.





ATTACHMENT C - Background Information

Tables 1 - 7

Table 1 – D.C. Relay Outreach Plan Requirements

Table 2 – Monthly Customer Service Call Totals

Table 3 – Monthly Usage - Number of TRS Calls

Table 4 – Completed TRS Calls by Jurisdiction

Table 5 – Number of Completed TRS Calls by Method

Table 6 – District of Columbia Relay Service –Jurisdictional Summary

Table 7 – DC Relay Service - Customer Service Report

AT&T Response

AT&T has reviewed the tables provided.

