



December 20, 2017

VIA ELECTRONIC FILING

Ms. Marlene H. Dortch, Secretary
Federal Communications Commission
445 Twelfth Street, SW
Washington, DC 20554

Re: Ex Parte Presentation, *Improving Wireless Emergency Alerts and Community-Initiated Alerting*, PS Docket No. 15-91.

Dear Ms. Dortch,

On December 18th, CTIA along with its member companies (industry parties) and the parties listed in Attachment A, including representatives from two member jurisdictions of the Big City Emergency Managers organization, APCO and National Weather Service, met with representatives from the Commission's Public Safety & Homeland Security Bureau and Office of General Counsel concerning the Commission's *Further Notice of Proposed Rulemaking* in the above referenced proceeding.¹ During the meeting, the industry parties discussed the importance of the Wireless Emergency Alert (WEA) system to the safety and security of America's wireless consumers. Recent emergency situations, including unprecedented hurricane, flooding, and wildfire events, have demonstrated the important role of WEA as a tool to disseminate critical and lifesaving information to millions of wireless consumers.²

The industry parties discussed how mobile wireless technologies and the mission of public safety have evolved since WEA was designed and initially deployed in 2012. To reflect this evolution, the industry parties discussed ways to enhance the geo-targeting capabilities of WEA in response to the FCC's *Further Notice of Proposed*

¹ *Wireless Emergency Alerts; Amendments to Part 11 of the Commission's Rules Regarding the Emergency Alert System*, PS Docket Nos. 15-91 and 15-94, Report and Order and Further Notice of Proposed Rulemaking, FCC 16-127 (rel. Sept. 29, 2016).

² *Fire Alert Sent to Millions of Cellphones was California's Largest Warning Yet*, New York Times, Dec. 7, 2017 available at <https://www.nytimes.com/2017/12/07/us/cellphone-alerts-california-fires.html>.



Rulemaking, as well as recent emergency situations. Specifically, the industry parties discussed how mobile wireless device-based location technologies, in combination to existing network-based cell-sector solutions, can help local alert originators and public safety officials better target WEAs to geographic areas in order to minimize over-alerting.

Importantly, the industry parties discussed how incorporating device-based solutions to enhance WEA geo-targeting represents a fundamental shift in the design and use of WEA – from a network-based approach that disseminates emergency information across a wide area with minimal network impact, to device-based technologies that confine receipt of the alerts to a more focused geographic area that will likely have network impacts. Such a fundamental shift will require new or modified mobile wireless network and device standards and solutions, as well as new or modified technologies and practices for alert originators. Given that a number of implementation issues remain under deliberation within expert technical bodies, the industry parties discussed an aggressive, yet achievable, timeline to implement enhanced geo-targeting capabilities.

Overall, the industry parties discussed a framework that enables the Commission to adopt new rules and requirements that are supported by the wireless industry and public safety community to enhance the geo-targeting capabilities of the WEA system, and maintain the important role of WEA to the safety and security of America's wireless consumers.

Pursuant to Section 1.1206 of the Commission's rules, a copy of this letter is being filed in ECFS. Please do not hesitate to contact the undersigned with any questions.

Sincerely,

/s/ Matthew Gerst

Assistant Vice President – Regulatory Affairs
CTIA®



cc: Lisa Fowlkes
Nicole McGinnis
Anjali Singh
James Wiley
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Attachment A

APCO

Jeff Cohen
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Big City Emergency Managers

Ben Krakauer (New York City Emergency Management)*
Francisco Sanchez (Office of Homeland Security & Emergency Management, Harris County, Texas)*

CTIA

Matthew Gerst
Tom Dombrowsky (DLA Piper)

CTIA Member Companies

Mike Tan (AT&T)
John Kuzin (Qualcomm)*
Farrokh Khatibi (Qualcomm)*
Rob Kubik (Samsung)*
Greg Schumacher (Sprint)
Ray Rothermel (Sprint)
Shellie Blakeney (T-Mobile)
Eric Hagerson (T-Mobile)
Grant Spellmeyer (USCellular)
Bill Tortoriello (USCellular)*
Rob Morse (Verizon)

National Weather Service, NOAA

Mike Gerber
Hugh Schratwieser

Office of General Counsel

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*Participated via Conference Bridge