

Commercial Mobile Service Alert Advisory Committee (CMSAAC)

Presentation to
Reneé Crittendon
Office of Commissioner Jonathan Adelstein

CTIA – The Wireless Association®

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Membership and Structure

Government

NCS - DHS
Federal Emergency Management Agency (FEMA)
National Oceanic & Atmospheric Administration (NOAA)
Art Botterell - Contra Costa County, CA
International Association of Fire Chiefs
National Association of State EMS Officials
Association of Public Safety Communications Officials
Jonathan Werbell - City of New York, NY
Poarch Band of Creek Indians

Wireless Industry

AT&T Mobility
T-Mobile USA
Sprint Nextel
Alltel
Verizon Wireless
Qualcomm
Nortel
Ericsson
Motorola
Onset Technology
Nokia
NTI Group, Inc.
Intrado
VeriSign, Inc.
Syniverse Technologies

Media

National Association of Broadcasters
Texas Association of Broadcasters
Florida Association of Broadcasters
Michigan Association of Broadcasters
Association of Public Television Stations
The Weather Channel

Four Subcommittees

- User Needs Group (UNG)
- Alert Gateway Group (AGG)
- Alert Interface Group (AIG)
- Comm.Technology Group (CTG)

Other

WGBH National Center for Accessible Media
Mississippi Council on Aging
American Association of Paging Carriers
Rural Cellular Association
Global Security Systems, LLC
CTIA
SpectraRep
Batelle
TIA
FLASH
ATIS

Scope of Effort

- 45+ participants from the wireless industry, broadcasters, government agencies
- The effort began in December 2006 and the final report was approved on October 3, 2007.
- Over 11 months, five main committees and their subcommittees generated over 600 numbered documents, and held hundreds of meetings to discuss in detail each carefully considered point.
- Industry players volunteered the services of their best and brightest messaging experts who spent thousands of hours generating contributions, and evaluating the feasibility of various alerting solutions.

FCC Duties Under The WARN Act

- **Advisory Committee:**

- Within **1 year** of enactment of the WARN Act, Advisory Committee *shall* develop and submit recommendations to FCC (enacted Oct. 13, 2006)

- **Commercial Mobile Service Alert Regulation:**

- Within **180 days** after Advisory Committee transmits recommendations to the FCC, “the Commission shall complete a proceeding to adopt relevant technical standards, protocols, procedures, and other technical requirements based on the recommendation of such Advisory Committee necessary to enable commercial mobile service alerting capability for commercial mobile service providers that voluntarily elect to transmit emergency alerts.”
- FCC *shall* consult with National Institute of Standards and Technology regarding technical standards.

FCC Duties Under The WARN Act (cont'd)

- **Amendment of Commercial Mobile Service:**
 - Within **120 days** after FCC adopts technical standards and requirements, FCC *shall* complete proceeding... (“issue Order”)
 - To *allow* any CMRS licensee to transmit emergency alerts;
 - To *require* any licensee that elects not to transmit emergency alerts to provide clear and conspicuous notice at POS that it will not transmit alerts; and
 - To *require* any licensee that elects Not to transmit alerts to notify its existing subscribers.

- **Commercial Mobile Service Election:**
 - Within **30 days** after FCC issues Order, each licensee *shall* file an election with FCC regarding whether or not it intends to transmit alerts.
 - If licensee elects to transmit alerts, licensee *shall*
 - Notify FCC
 - Agree to transmit in manner consistent with standards and requirements
 - Licensee may NOT impose a separate fee or additional charge for transmission or capability

- The 109-page report addressed all of the deliverables requested by the FCC and outlined in the original WARN Act:
 - Identify protocols, technical capabilities, and technical procedures for carriers to receive, verify, and transmit alerts to subscribers
 - Establish technical standards for priority transmission of alerts
 - Form relevant technical standards for devices and equipment and technologies.

Advisory Committee & Working Groups' Efforts

- The individual Working Groups, and ultimately the entire Advisory Committee, exhaustively considered, reviewed and issued decisions on a broad variety of issues relevant to emergency alerts, including issues involving geo-targeting and multiple-language alerting capabilities.

Geo-Targeting

Section 5.4, Recommendations for Geo-targeting of CMAS Alerts

- Recommended that certain urban areas with populations > 1,000,000 inhabitants or with other specialized alerting needs be identified for priority consideration for implementing more precise geo-targeting.
 - Recommended establishing a process by the Alert Gateway operator and the CMSPs to identify by August 2008 those initial areas for priority treatment
- Recognized the desire to move forward with this process on a small number of areas with particularly urgent alerting needs as soon as possible and recommended that Section 604 funding be provided to FEMA for this purpose.

Geo-Targeting (cont'd)

- Section 5.4, Recommendations for Geo-targeting of CMAS Alerts
- Recognized that the use of predefined sets of cell sites frequently will not optimally cover the alert area desired.
- Recommended that the FCC encourage DHS/FEMA, in concert with the CMSPs, to immediately initiate the research, development testing and evaluation program referenced in section 604 of the WARN Act.
 - Section 604 requires DHS to establish a program that will develop innovative technologies that will allow CMSPs to efficiently transit geo-targeted CMAMs to the public.
- Further recommended that CMSPs work with this DHS program to evaluate the feasibility and implementation issues associated with proposed solutions to increase geographic targeting specificity.
- Suggested that the FCC use the biennial review process to assess the progress of the CMSP geo-targeting effort.