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# Commercial Mobile Service Alert Advisory Committee

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## **Proposed Structure and Timelines for Advisory Committee**

Presented By:

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# The WARN Act

## ■ Purpose

- Establish standards, protocols, procedures, other technical requirements and associated FCC rules necessary to enable Commercial Mobile Service (CMS) providers that **voluntarily** elect to transmit emergency alerts to subscribers.

## ■ Process

- CMS Alert Advisory Committee (CMAAC) formed within 60 days of WARN Act enactment to provide “system-critical recommendations” to FCC within 1 year of WARN Act enactment.
- Within 180 days of receiving CMAAC recommendations FCC completes a proceeding to adopt relevant technical standards and requirements to enable CMS providers to transmit emergency alerts to subscribers.
- Within 120 days of FCC adoption of technical standards and requirements the FCC completes another proceeding to amend licensing rules to address emergency alerting as provided for in the Act.
- Within 90 days of FCC adoption of technical standards and requirements the FCC completes a proceeding requiring licensees of non-commercial or public broadcast stations to install necessary equipment to enable distribution of geographically targeted alerts.
- CMS providers that elect to transmit emergency alerts must then do so in a manner consistent with the Commission’s rules.
- CMS providers that do not elect to transmit emergency alerts must advise new subscribers and notify existing subscribers of their decision.
- FCC shall require testing for CMS providers that elect to transmit alerts.

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# The Commercial Mobile Service Alert Advisory Committee (CMAAC)

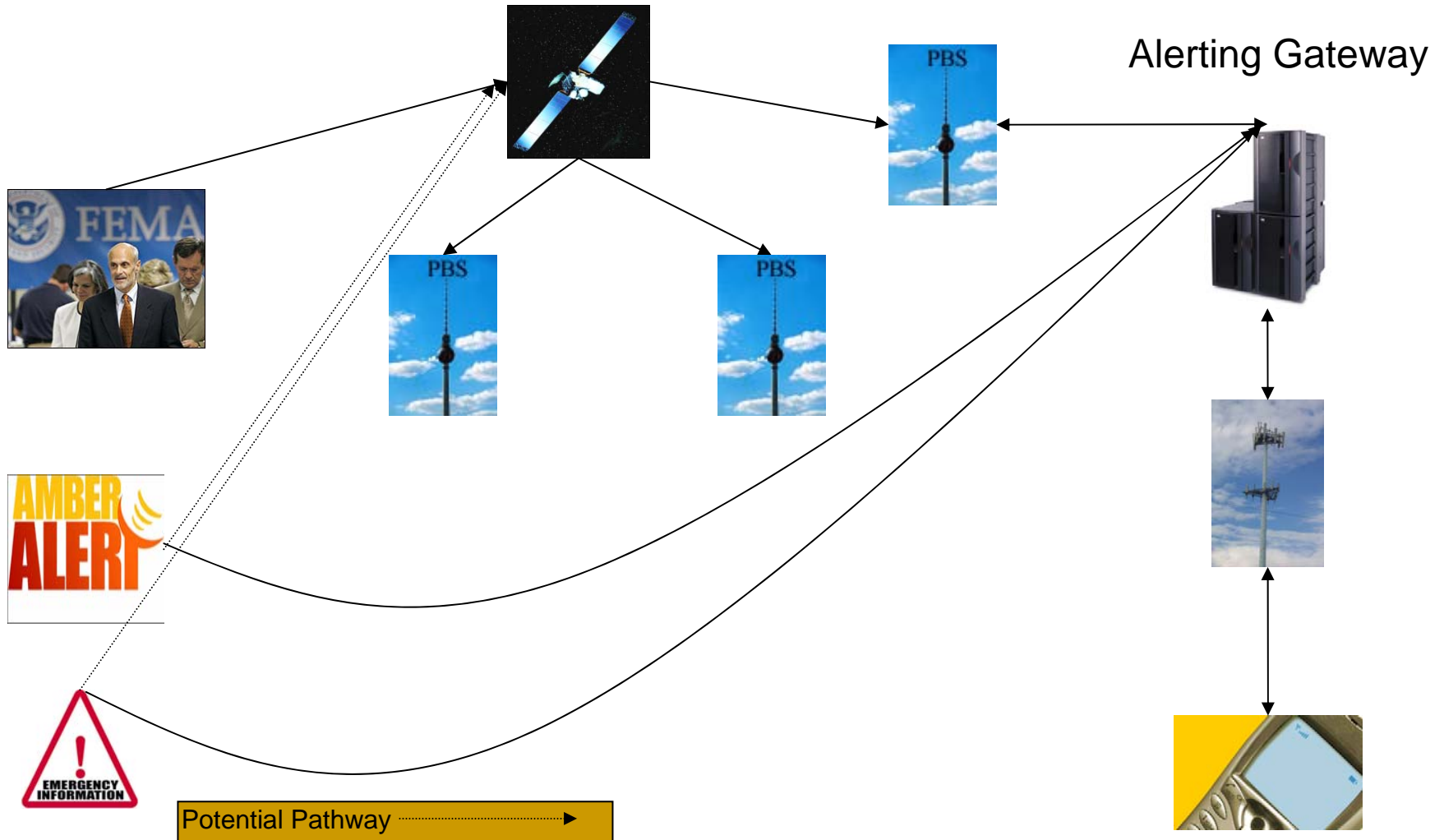
- Purpose
  - Develop and submit to FCC recommendations regarding technical standards and protocols to enable participating CMS providers to transmit emergency alerts to subscribers.
    - Recommendations due to FCC one year from WARN Act enactment.
- Process
  - FCC Chairman appoints members from the list of categories described in the Act.
  - The CMAAC is not subject to the Federal Advisory Committee Act.
  - Meetings are called by the CMAAC Chair and are open to the public.
    - First meeting must be held 60 days from WARN Act enactment.
  - A quorum of the CMAAC is achieved with one-third of the members.
  - The CMAAC Chair may establish subcommittees composed of members of the CMAAC.
  - The CMAAC may adopt other rules as needed.
  - The CMAAC must consult with NIST on specified recommendations.

# CMAAC

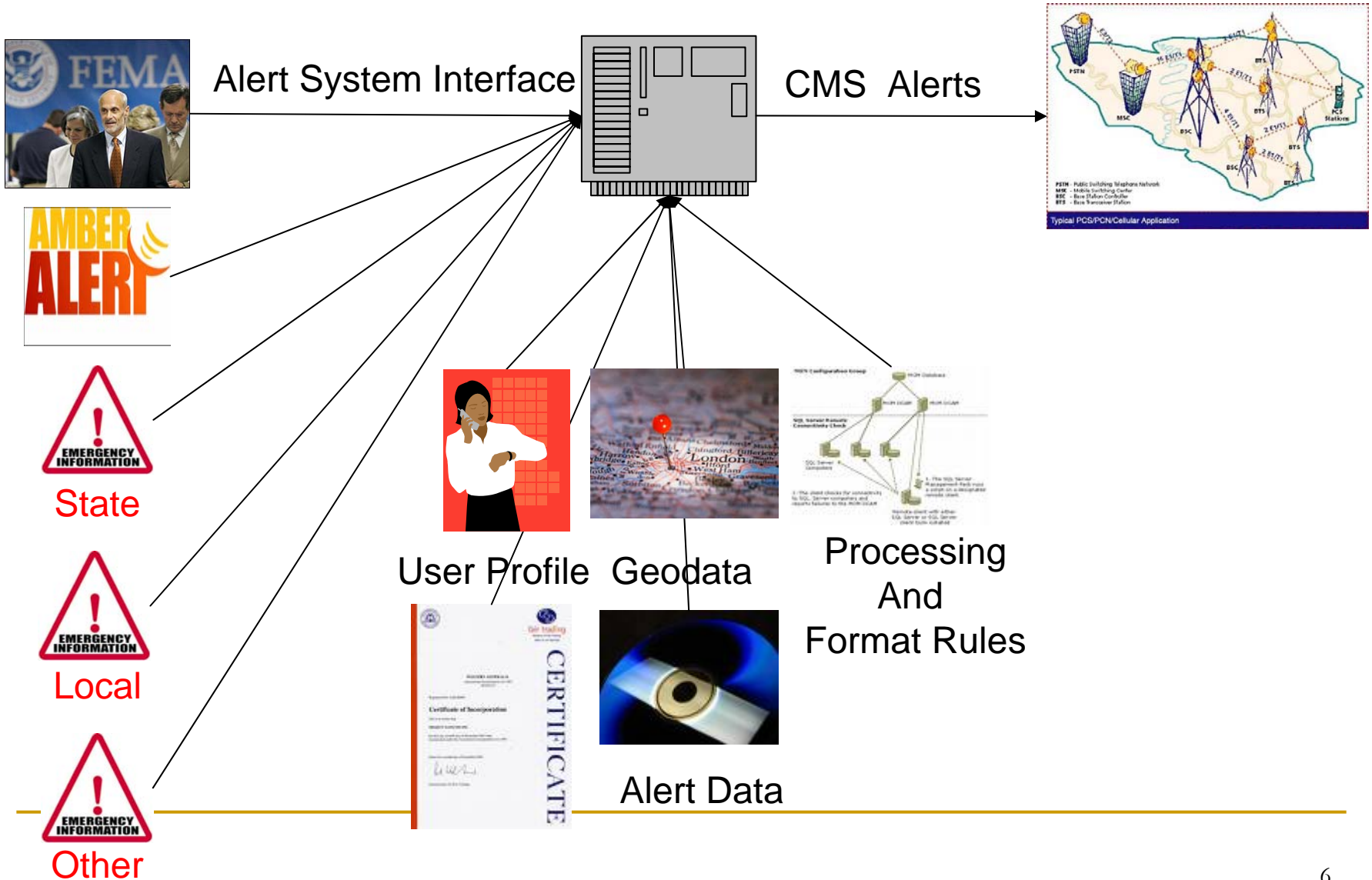
## Statutory Deliverables

- (1) for protocols, technical capabilities, and technical procedures through which electing commercial mobile service providers receive, verify, and transmit alerts to subscribers;
- (2) for the establishment of technical standards for priority transmission of alerts by electing commercial mobile service providers to subscribers;
- (3) for relevant technical standards for devices and equipment and technologies used by electing commercial mobile service providers to transmit emergency alerts to subscribers;
- (4) for the technical capability to transmit emergency alerts by electing commercial mobile providers to subscribers in languages in addition to English, to the extent practicable and feasible;
- (5) under which electing commercial mobile service providers may offer subscribers the capability of preventing the subscriber's device from receiving emergency alerts, or classes of such alerts, (other than an alert issued by the President), consistent with section 602(b)(2)(E);
- (6) for a process under which commercial mobile service providers can elect to transmit emergency alerts if--
  - (A) not all of the devices or equipment used by such provider are capable of receiving such alerts; or
  - (B) the provider cannot offer such alerts throughout the entirety of its service area; and
- (7) as otherwise necessary to enable electing CMS commercial mobile service providers to transmit emergency alerts to subscribers.

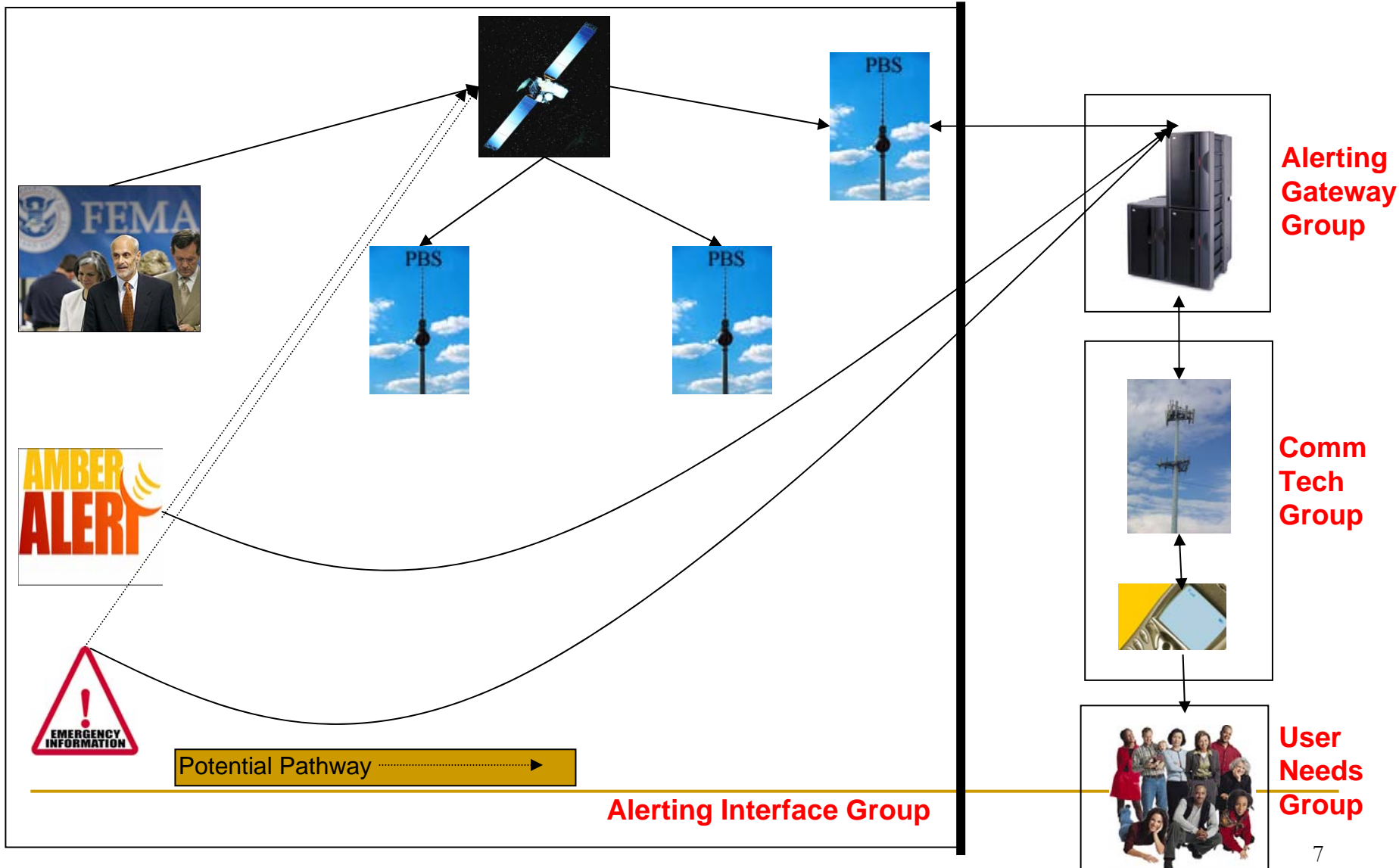
# CMS Alert Architecture



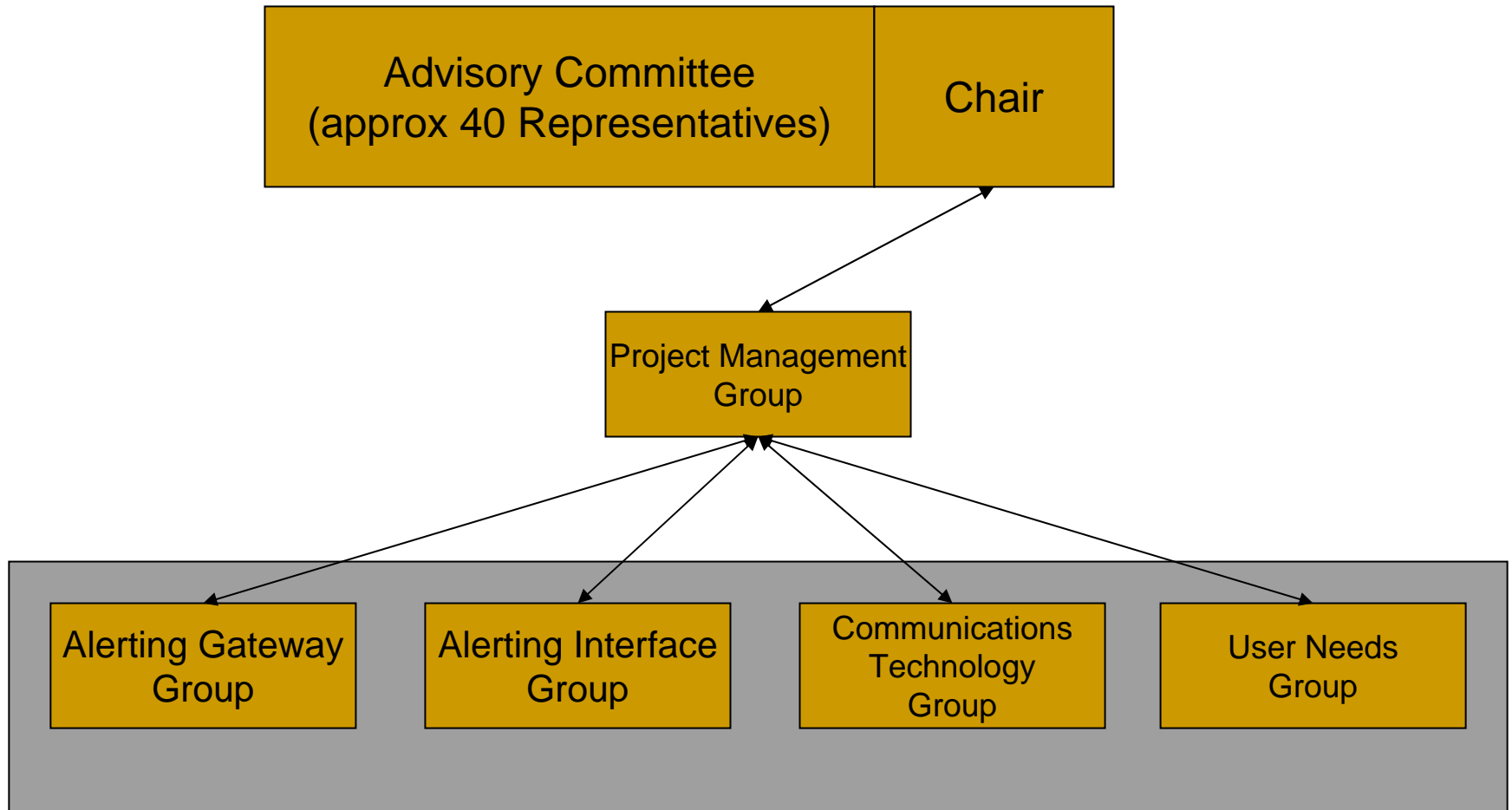
# Alerting Gateway



# CMS Working Group Architecture



# Advisory Committee Organization





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# Program Management Group

Group Lead: Chairman Martin or Designee

- Ensure Working Groups work in a manner consistent with statutory objectives of Warn Act.
- Establish major timelines and deliverables and assign to Working Groups.
- Assign necessary resources to coordinate with other Working Groups.
- Understand viewpoints of each reporting Working Group and mediate issues.
- Report to Advisory Committee Chair on issues and progress.
- Deliver draft recommendations to Advisory Committee.

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# Alerting Interface Group

Group Lead: David Webb (FEMA)

- Identify current and planned national, state and local alerting systems and recommend subset for inclusion.
  - Identify message formats, protocols, subscription requirements, verification & authentication mechanisms, etc.
  - Prioritize diverse emergency messages from recommended alerting systems.
  - Identify access requirements to specific alerting systems.
  - Interact as required with alert system managers for special message formats, mechanisms or processes required by the unique needs of CMS platforms, alerting devices or the user groups served by such systems.
- Provide recommendations to other working groups on architectures, methods and processes to deliver alerts to service providers.
  - Support development of alerting protocol standards and mechanisms, and minimize
  - the number of supported interfaces.

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# Alerting Gateway Group

Group Lead: Anthony Melone (Verizon Wireless)

- Draft recommendations for an alerting gateway to reliably receive emergency alerting messages and transmit them over disparate CMS systems to targeted users.
  - Requirements for interfacing to targeted alerting systems.
  - Requirements for processing of emergency alerts to comply with Warn Act such as:
    - Provisioning (e.g. language issues).
    - User Profiles (e.g. opt out).
    - Geotargeting (e.g. capability to deliver regional or local alerts).
    - Maintenance of critical data over time (e.g. credentials, etc.).
    - Handling of alert priority.
  - Interface requirements for specific CMS platforms.
  - Other requirements for communications, transactions or data necessary for exchange between CMS alerting platforms and external alerting systems and agencies.
    - Eg.: data required to implement geotargeting.
    - Eg: notifications required by external alerting system managers or agencies for utilization of systems/resources, etc.

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# Communications Technology Group

Group Lead: Brian Daly (Cingular)

- Draft recommendations for emergency alerting messages based on commercially feasible CMS technology platforms.
  - Permitting the efficient distribution of messages to an entire subscriber base.
  - Permit the distribution of alerts with the appropriate priority.
  - Allowing targeting of messages to specific geographic regions.
  - Meeting the needs of non-English speaking users and special needs groups including individuals with disabilities and the elderly.
  - Permitting the evolution of emergency alerts to incorporate expected multimedia technologies for CMS services.
- Establish a liaison with NIST and coordinate where appropriate on recommendations.
- Identify handset and device technologies appropriate for alerting services.
- Align this activity within the context of relevant standards organizations focused on the development of mobile communication standards to permit its continued evolution and adaptation.

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# User Needs Group

Group Lead: Jonathan Werbell – (Office of the Mayor of the City of New York)

- Define emergency message formats for end users addressing the needs of non-English speaking users and special needs groups including individuals with disabilities and the elderly.
  - Base recommendations on service profiles defined by the Communication Technology Group.
  - Make recommendations for a common ‘look and feel’ for alerts, alerting controls, and provisioning mechanisms across diverse technology platforms and service providers.
  - Define subscription, control, notification, and presentation formats/mechanisms appropriate to the needs of various user groups.
- Identify issues for consideration or action by other work groups.
- Draft Consumer Notifications.
  - Non-participating service provider.
  - Fully participating service provider.
  - Partially participating service provider.
- Review proposals by other work groups as it relates to the needs of end users.

# CMAAC Statutory Deliverables

## Assignment of Responsibilities

- (1) for protocols, technical capabilities, and technical procedures through which electing commercial mobile service providers receive, verify, and transmit alerts to subscribers;
  - Primary: Alerting Gateway Group
  - Secondary: None
- (2) for the establishment of technical standards for priority transmission of alerts by electing commercial mobile service providers to subscribers;
  - Primary: Alerting Interface Group
  - Secondary: Alerting Gateway Group, Communications Technology Group
- (3) for relevant technical standards for devices and equipment and technologies used by electing commercial mobile service providers to transmit emergency alerts to subscribers;
  - Primary: Communications Technology Group
  - Secondary: None
- (4) for the technical capability to transmit emergency alerts by electing commercial mobile providers to subscribers in languages in addition to English, to the extent practicable and feasible;
  - Primary: User Needs Group
  - Secondary: Communications Technology Group

# CMAAC Statutory Deliverables

## Assignment of Responsibilities

- (5) under which electing commercial mobile service providers may offer subscribers the capability of preventing the subscriber's device from receiving emergency alerts, or classes of such alerts, (other than an alert issued by the President), consistent with section 602(b)(2)(E);
  - **Primary: User Needs Group**
  - **Secondary: Alerting Gateway Group**
- (6) for a process under which commercial mobile service providers can elect to transmit emergency alerts if--
  - (A) not all of the devices or equipment used by such provider are capable of receiving such alerts; or
  - (B) the provider cannot offer such alerts throughout the entirety of its service area; and
  - **Primary: Communications Technology Group**
  - **Secondary: None**
- (7) as otherwise necessary to enable electing CMS commercial mobile service providers to transmit emergency alerts to subscribers.
  - **Primary: None**
  - **Secondary: None**

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# Working Group Assignments

## **Program Management Group**

- Group Leader: Chairman Martin or Designee
- David Webb
- Anthony Melone
- Brian Daly
- Jonathan Werbell

## **Alerting Interface Group**

- Group Leader: David Webb
- Deputy Leader: Art Botterell
- Kevin McGinnis
- Patrick Roberts
- Kelly Williams
- John Lawson
- Dr. Edward Czarnecki
- Edward Fritts
- Raymond Ban
- TJ Lyons
- Ralph Aubry



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# Working Group Assignments

## **Alerting Gateway Group**

- Group Leader: Anthony Melone
- Deputy Leader: Christopher Guttman-McCabe
- Robin Erkkila
- Paul Wilcock
- Anthony M. Rutkowski
- Maria Estefania
- Cheryl Blum
- Dale Barr
- Jay Pabley

## **Communications Technology Group**

- Group Leader: Brian Daly
- Deputy Leader: Jay Pabley
- Doug Rutledge
- Gary K. Jones
- Stephen Oshinsky
- Stephen Hayes
- Dr. Rob Kubik
- Amar Deol
- Stephen Carter
- Art Prest
- Ilka Juhani Niva

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# Working Group Assignments

## **User Needs Group**

- Group Leader: Jonathan Werbell
- Deputy Leader: Gary Jones
- Richard Mirgon
- R. Dale Gehman
- Billy Pitts
- Gadi Mazor
- Ann Arnold
- Brenda Kelly-Frey
- Marcia Brooks
- Marion Dunn Tutor
- Leslie Chapman-Henderson
- William J Wertz