



FEDERAL COMMUNICATIONS COMMISSION  
WASHINGTON

OFFICE OF  
THE CHAIRMAN

September 10, 2020

Meredith Atwell Baker  
President & CEO  
CTIA  
1400 16th Street NW  
Washington, DC 20036

Dear Ms. Baker:

As you know, Wireless Emergency Alerts (WEA) are a critical tool for federal, state, and local officials to warn the public about imminent threats, such as tornadoes and hurricanes, and missing children. These alerts are useful to emergency managers and the public only if they can be accurately delivered to the targeted geographic area. The FCC's enhanced WEA geo-targeting requirement specifies that alerts must be delivered to 100% of the target area with no more than a one-tenth of a mile overshoot.

CTIA recently informed Commission staff that approximately 18% of active smartphones now support enhanced WEA geo-targeting, improving wireless service providers' ability to deliver relevant alerts to the public. CTIA estimates that a majority of active smartphones will support enhanced WEA geo-targeting by 2022, and the Commission anticipates that this percentage will increase as consumers purchase smartphones introduced for sale after the Commission's enhanced WEA geo-targeting rules took effect last December.

In an effort to keep the Commission better apprised of progress in this regard, I am writing to request that CTIA annually update the Commission, beginning July 2021, with the wireless industry's estimates of current and projected market penetration rates of mobile devices that support enhanced WEA geo-targeting. Please let me know by October 1, 2020 whether CTIA intends to supply the requested information. In addition, I would ask you to file your response in the Commission's Electronic Comment Filing System (ECFS) in PS Docket Nos. 15-91, 15-94 and email a courtesy copy to [James.Wiley@fcc.gov](mailto:James.Wiley@fcc.gov).

Thank you for your continued efforts to ensure that the public receives life-saving WEA messages.

Sincerely,

A handwritten signature in black ink that reads "Ajit V. Pai".

Ajit V. Pai