

# IPAWS TIP

Integrated Public Alert and Warning System



## TIP #21: WEA Enhanced Geo-targeting

---

Effect December 13<sup>th</sup> wireless service providers will be required to deliver an alert message to 100 percent of a targeted area, with no more than 1/10<sup>th</sup> of a mile or 528 feet overshoot. This new improved capability will allow enhanced geo-targeting by Alerting Authorities. Enhanced geo-targeting will give Alerting Authorities more confidence that their alerts will reach their intended audience. More precise geo-targeting should also lessen alert fatigue by reducing the number of alerts received by people who are outside of an affected area.

Alerting Authorities should be aware that the enhanced WEA geo-targeting is limited to a total of 10 polygons and no more than 100 vertices in a single message.

Please Note: This enhanced geo-targeting will only pertain to mobile devices that support this capability. The overwhelming majority of wireless providers will support the new enhancements; however, some wireless providers may be delayed in their implementation. Devices unable to properly process and display enhanced geo-targeted alerts will still receive WEAs but may display the message outside of the targeted alert area. We encourage you to utilize the new test features included with the new WEA enhancements to assess capabilities in your area.

Please contact the IPAWS PMO at [IPAWS@fema.dhs.gov](mailto:IPAWS@fema.dhs.gov) with any questions.

Disclaimer: This communication is provided by FEMA's Integrated Public Alert and Warning System's Program Management Office to highlight program announcements and does not endorse any non-government organizations, entities, or services.



FEMA